FEBRUARY 23, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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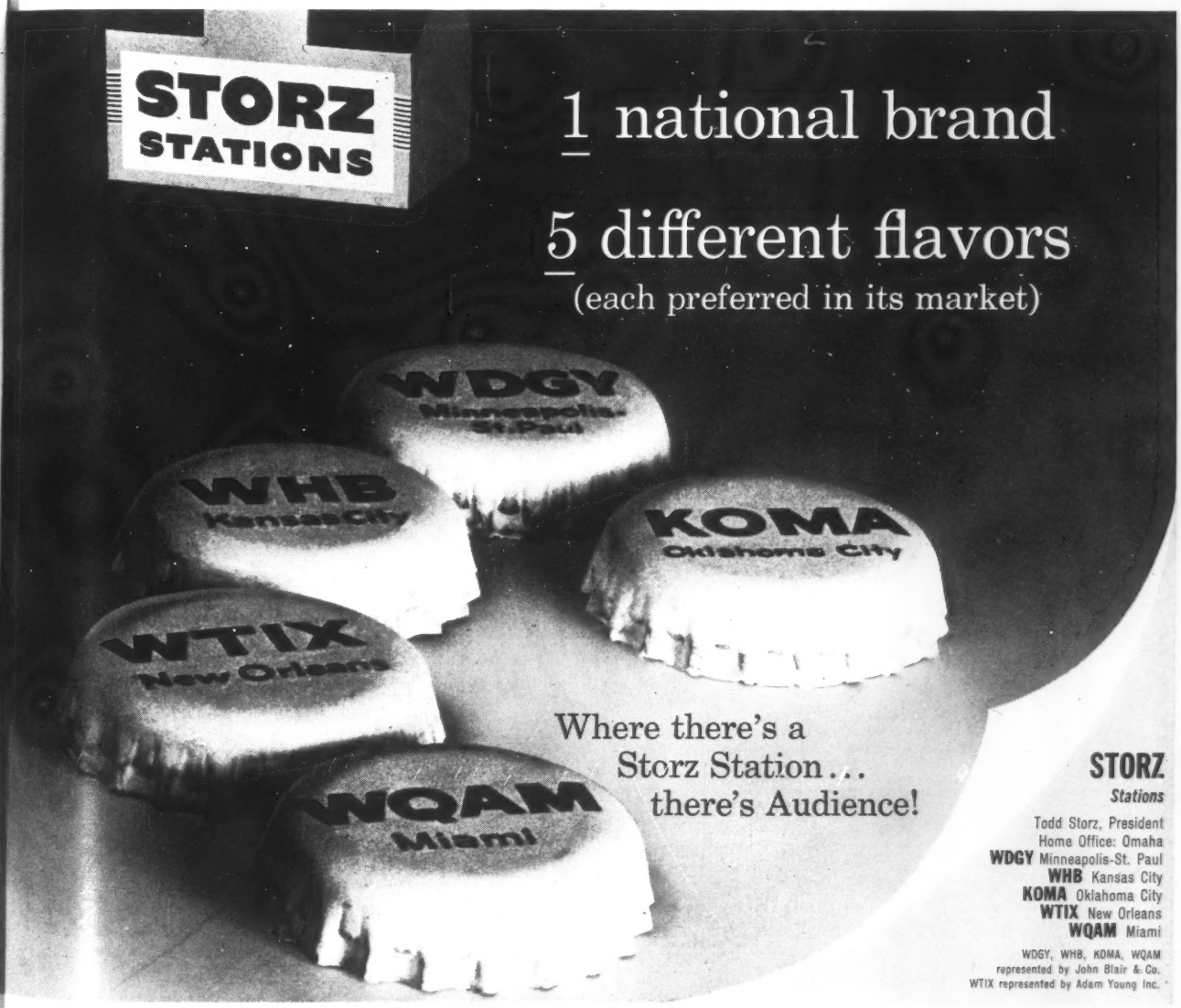


WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley

No. 10 IN A SERIES RIVER TRANSPORTATION

Life-line for industry and a major factor in the economy of the thriving WTRF-TV area is the storied Ohio River. On its broad surface flowed eighty-one and one-half million tons of cargo in 1957, for a total of seventeen billion, two hundred million ton-miles. This amazing tonnage is more than one and one-half times the tonnage locked through the Panama Canal in the same period. The cargo carried and the people who handle it on ship and shore are more reasons why the WTRF-TV market is a super market for alert advertisers . . . a market of 425,196 TV homes, where two million people have a spendable income of $2½ billion annually.

LATEST ARB SURVEY

The November ARB Survey for the six-county Wheeling (W.Va.)-Steubenville (Ohio) Metropolitan Area show WTRF-TV dominant in 81.6% of the nighttime quarter-hour segments, and in 73.6% of the daytime quarter-hour segments. Day and night, from sign-on to sign-off Sunday through Saturday, WTRF-TV dominates each quarter-hour more than 75% of the time!

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

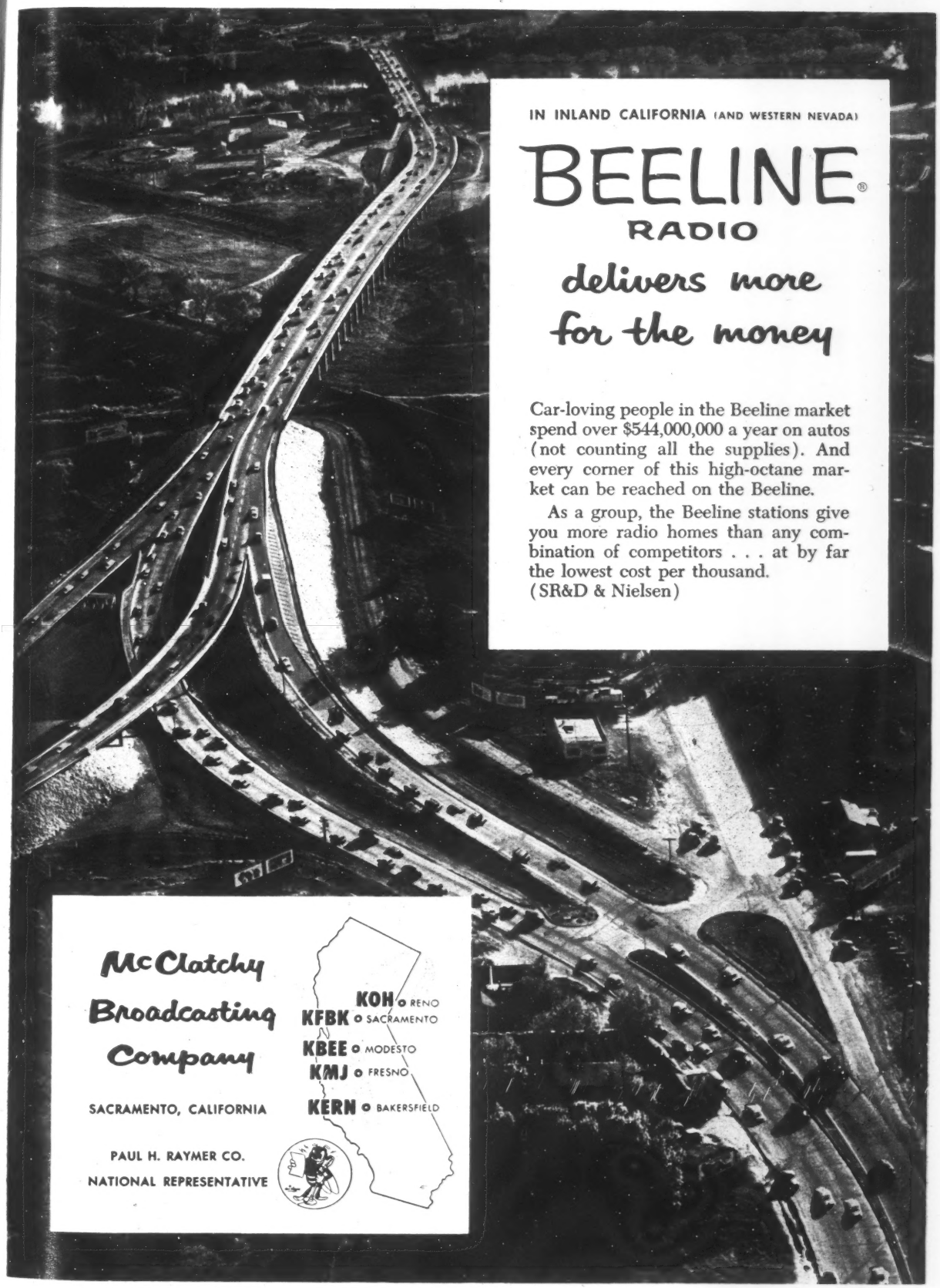
316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv

reaching a market that's reaching new importance!

CHANNEL


IN INLAND CALIFORNIA (AND WESTERN NEVADA)
BEELINE®
RADIO
delivers more for the money
Car-loving people in the Beeline market spend over $544,000,000 a year on autos (not counting all the supplies). And every corner of this high-octane market can be reached on the Beeline.
As a group, the Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand. (SR&D & Nielsen)
McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE
KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

all three* agree in Texas

* NIELSEN
PULSE
ARB

KRLD-TV is your best buy

FIRST IN AUDIENCE: ARB's latest Dallas-Fort Worth report shows that KRLD-TV dominates in audience share from sign-on Sunday morning to sign-off Saturday night. The Nielsen Station Index (December, 1958) also shows more TV homes watch KRLD-TV than any other station in the Dallas – Fort Worth area!

FIRST IN POPULARITY: The latest Dallas Telepulse lists 15 out of the top 18 once-a-week shows and eight of the top ten multi-weekly shows — all on KRLD-TV.

FIRST IN AREA OF COVERAGE: KRLD-TV, with its low-band channel, and telecasting with maximum power from its tremendous tower (1,685 feet above average terrain), has the largest circulation of any station in the southern United States!

KRLD-TV The Branham Company, Exclusive Representative.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

CLOSED CIRCUIT®

Salvage • Mutual may be sold again. Transferred within past fortnight from Guterma to Roach control, network is now being looked at by at least four concerns. They include two cosmetic firms, one reportedly Max Factor, and undisclosed "diversified" group. Late entry Friday, was fourth group, which includes number of broadcasters who reportedly had access to about $750,000 in cash.

Mutual's total liabilities were more than $1.2 million at mid-1958 (BROADCASTING, *Feb. 16), but operating losses are now down to some $30,000 a month, it's reported. One or two good sales could put network in break-even operation, though it would take more to eat into total debt.*

Second look in Miami • FCC has decided to take another look at Miami ch. 7 case (WCKT, headed by former NBC President Niles Trammell, with 15%, with principals in *Miami Herald* and *Miami Daily News* owning balance in equal amounts). At meeting last Thursday, FCC instructed staff to draw up bill of particulars paralleling that in Boston ch. 5 case (WHDH-TV) to ascertain whether any commissioner should have disqualified himself in final vote three years ago because of purported *ex parte* contacts, and related issues. This is being done prior to acting on pending petition for reconsideration by one of losing applicants.

Court of Appeals in Washington last year remanded ch. 7 case to FCC on ground that Commission had failed to give appropriate consideration to effect of consulting fee arrangement Mr. Trammell had with RCA-NBC. But hearing and prior investigation ordered last Thursday is based on testimony before House Legislative Oversight Committee and particularly is directed to question whether improper ex-parte contacts had been made on behalf of Biscayne with former Comr. Richard A. Mack or with others.

Du Pont and radio • Prestige tv advertiser E. I. du Pont de Nemours & Co., Wilmington, Del., may also go into spot radio. As yet plans for spot radio campaign that would start this summer (presented by its agency, BBDO, New York) have not been cleared by company. Such du Pont move—regardless of budget—would give immediate lift to spot radio because of name value of advertiser that has skipped over radio in ad plans for recent years.

Strain tells • Those rehearings in tv cases involving allegations of backdoor wirepulling are beginning to take toll of FCC lawyers. Assistant General Counsel Richard A. Solomon resigned to join Justice Dept. Now word is Associate General Counsel Edgar W. Holtz is thinking of making move out of FCC. Friends say he wanted to leave after completing Miami ch. 10 rehearing, but felt he ought to see Boston ch. 5 through when he received that assignment.

The traders • Identities of stations bartering tv spot time for feature films —practice which was highlighted in bizarre financial didoes of Bon Ami-Matthew Fox-Guild Films in Guterma SEC case—may become public information when SEC hearing is held in Washington March 23. SEC officials claim information is in files, and may be placed on record.

Step-child • Just as fm broadcasting seems to face brighter future, NAB convention schedule is being juggled to cut short fm program at Chicago. Fm originally was to have full Monday morning (March 16). However, when shift of keynote speech from Monday luncheon to 11 a.m. became necessary, fm meeting was tentatively bracketed 9-10:45 a.m., adjourning in time for keynote speech. Closed labor relations-personnel meeting would run at same time as abbreviated fm session.

One-sided • In disposing of ch. 7 KIRO-TV Seattle case last week by instructing staff to affirm 1957 grant, FCC voted overwhelmingly in favor of action. While no vote is "final" until written opinion is acted upon, it's learned that vote was 5-1-1, with one commissioner each favoring opposing applicants KXA and KVI (story page 64).

Y&R on the move • More changes, new lines of authority and added responsibility to key executives are forthcoming at Young & Rubicam's media Dept. Under aegis of W. E. (Pete) Matthews, newly-elected media vice president. Those close to situation speak of Y & R as being on the move, gearing for impressive media year. Y & R is agency that set up new radio-tv department under vice president Peter G. Levathes at first of year.

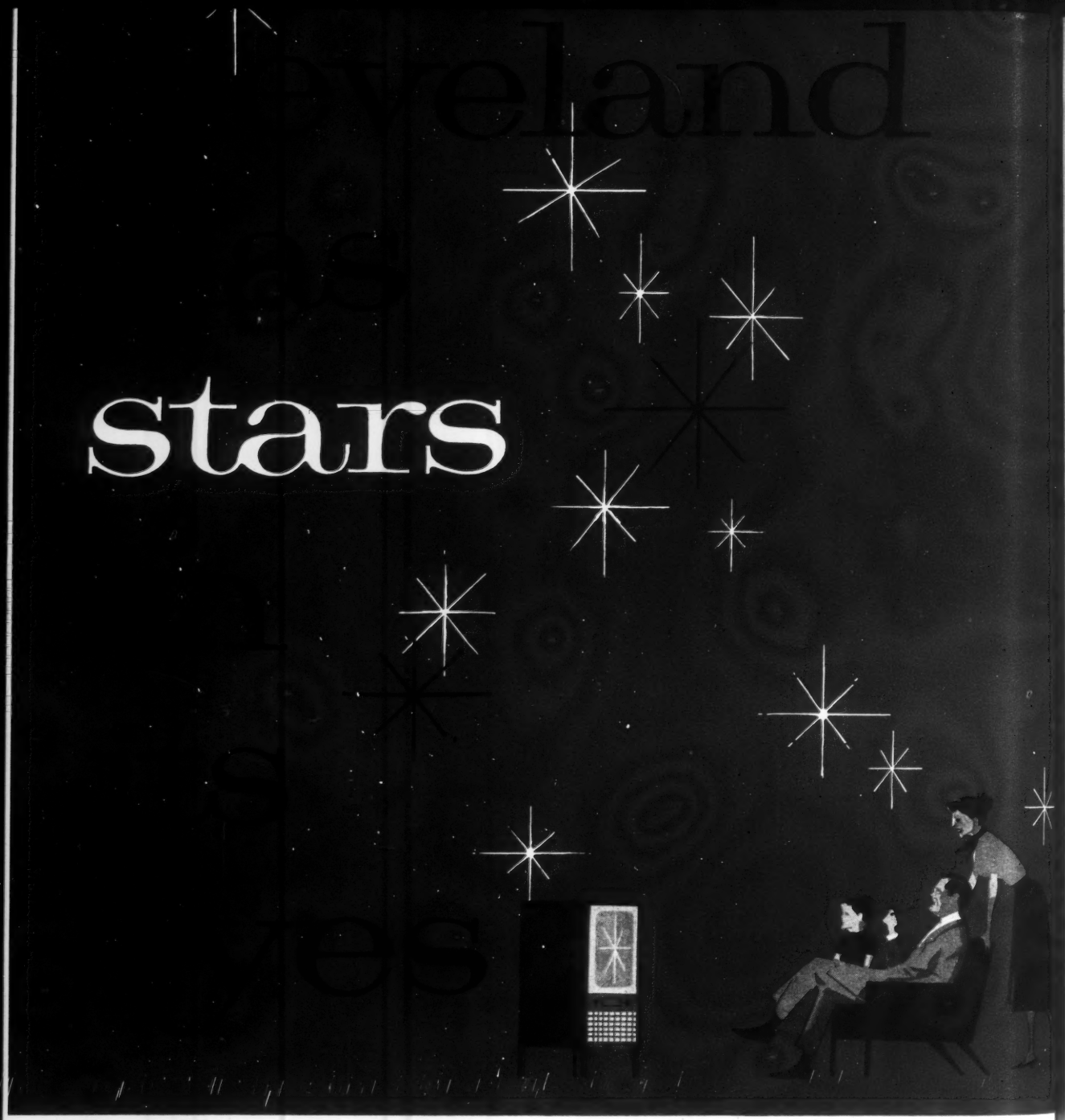
Widened vhf • There's substance in renewed talk about additional channels for vhf. While FCC Chairman Doerfer did not elaborate on his comments made before Radio & Television Executives Society in New York, Feb. 4, wherein he voiced optimism, it's learned that efforts are being made for showdown with military on what it might relinquish in vhf space and what it would expect in return. Nothing is on paper yet, but there seems to be feeling that some additional vhf space in contiguous band beginning with ch. 7 could be procured.

Political Imagery • Cunningham and Walsh now has mid-March as its target date for release of its study on tv's power to influence independent vote during political campaign. Agency used New York State gubernatorial race as its laboratory, originally was to release study earlier in year (CLOSED CIRCUIT, Nov. 17, 1958) but ran into difficulties of grey areas in findings. It'll treat "personality" or "image" established in mind of viewers, rather than power of tv to convey political issues.

Three Survivors • ABC-TV now plans to retain *Beat the Clock*, and *Who Do You Trust?* when it programs revamped daytime schedule in April, will insert its newly-purchased 125 episodes of *Gale Storm Show* (which were originally shown on CBS-TV) for re-run in 2:30 to 3 p.m. slot. These three shows will be basic in future programming in day house (see story page 38). Network seems sure to drop 11:30 a.m.-noon segment, will program noon-1 p.m., but has not decided future of 1-1:30 p.m. period (programming picks up at 2 p.m.).

In highest federal echelons, great concern is being evinced these days over what is regarded as trend toward run-away inflation. It's hot potato, not only economically but politically because of constant boring in of organized labor to raise pay and fringe benefits which triggers vicious cycle by causing inflated prices. Concerning broadcasters, notably networks, is past experience, reflected in inordinate demands for time on all sides to air issue. It's problem Advertising Council won't touch.

William B. Maillefert, who resigned recently as vice president in charge of radio division, Edward Petry & Co., is following lead of Ed Murrow and taking at least one year sabbatical in Europe. He leaves in late March or early April and plans to survey broadcast operations on continent as background for free lance writing.



WITH WJW-TV'S BIG MOVIES!

WJW-TV has skyrocketed to the top with the **BIG STARS** in all **THE BIG MOVIES** from Warner Bros, 20th Century, and United Artists. Take the late shows for instance at 11:20 PM - 12:45 AM . . . an average 9 A.R.B. rating Sunday through Saturday. Add to this the great new Paramount Features and you have a galaxy of stars selling for you. Represented by The Katz Agency, Inc.

"Famous on the local scene"

WJW•TV

CHANNEL 8

CBS • CLEVELAND, OHIO

Storer Broadcasting Company

Storer Television

WJW-TV Cleveland • **WJBK-TV** Detroit • **WSPD-TV** Toledo • **WAGA-TV** Atlanta • **WITI-TV** Milwaukee

WEEK IN BRIEF

Mr. Reich

Why not multiple spotting in tv, a la Britain? • That may be "a jolly good question" in the opinion of Ed Reich, television-radio dept. of Erwin Wasey, Ruthrauff & Ryan, Los Angeles. Mr. Reich, who spent 18 months in Britain teaching U.S. commercial technique, doesn't say their system is any better than ours, but he does seem to suggest we might bite into a few English crackers some tea-time and see how they taste. The menu is explained in this week's MONDAY MEMO. Page **31.**

How tough is a feature film? • Station survey by BROADCASTING answers oft-posed questions about the beatings they will take as well as number of re-runs advisable, time lag between repeats and other scheduling factors. Page **33.**

ABC-TV's 'Daybreak' braked • Young & Rubicam calls the shots, failing to renew all of General Foods' schedule; cuts for other clients. Revamping by network, chopping away 20 quarter-hours per week expected. Page **38.**

Timebuyers & reps • Importance of upgrading the status of agency timebuyer and suggestions on closer cooperation between buyers and station representatives are explored at seminar of Radio & Television Executives Society. Page **39.**

Lusk hits back • Benton & Bowles president attacks critics of tv among the admen. Says it has become "fashionable" to slash away at programming on the networks. Page **39.**

Names make commercials • Mrs. Roosevelt in first appearance on radio-tv commercials, endorses Lever margarine product. Page **41.**

Wanted—network president • Alexander Guterma's expedited exit from Mutual network, promoted jointly by Securities & Exchange Commission and Hal Roach Jr., leaves vacancy in network's top post. MBS programming continues normally. Page **56.**

Oversight awakens • Chairman Harris appoints four new members, asks House for $200,000 and introduces a bill to carry out reform legislation recommended as a result of 1958 investigations. Page **62.**

Harris leaves White House behind • Commerce Committee chairman announces his communications subcommittee will investigate the spectrum, contrary to proposal for study by Presidential committee. House asked to assign $100,000 to start study. Page **62.**

Improper Bostonians? • Ch. 5 rehearing opens with testimony of numerous contacts with Washington political figures. Enforcement of anti-trust laws brought into question. Page **66.**

Splinter politician invokes Sec. 315 • Lar Daly, backed by split FCC decision, gets time from major outlets to answer Chicago Mayor Richard J. Daley in bid for mayoralty nomination. Page **75.**

Network tv programming • Executives of the three tv networks evaluate today's shows; find they are not so "mediocre" as some critics maintain and foresee improvement in the future. Page **80.**

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DYNAMIC ACTION FOR THE ENTIRE FAMILY!

CANNONBALL

Thrilling stories of long-haul truckers at home and along the highway.

In a brand-new series that brings you heart-in-your mouth adventure with plenty of heart.

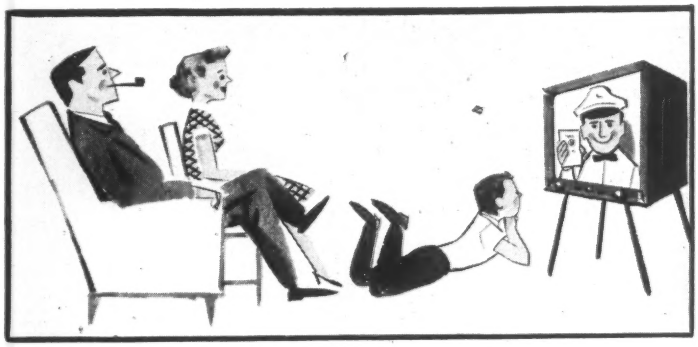
Created and produced by Robert Maxwell, famed creator of LASSIE, CANNONBALL will ride your way with big audiences and increased profits.

ITC INDEPENDENT TELEVISION CORPORATION

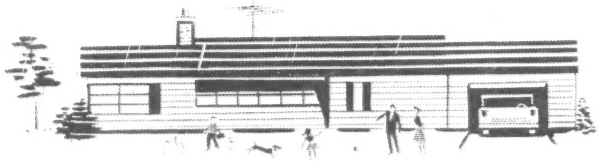
488 Madison Ave. • N.Y. 22 • PLaza 5-2100

They buy as a family . . .

because they were sold as a family . . .



by their local Meredith station!



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

TAYLOR TELLS OF FCC TOUR

Details of contacts in January 1957 with all FCC members and number of government and political figures were described Friday (Feb. 20) by John Taylor, official of *Boston Globe*, intervenor in Boston ch. 5 rehearing (see page 66), who made Washington rounds with cousin Davis Taylor, publisher of *Globe*.

His summary of reactions of each commissioner: Craven (abstained in case): said he'd heard rumor politics affected straw vote. Bartley: interrupted Cousins, warned he was quasi-judicial official, said he might be on "our side" and felt *Globe* wouldn't want to thus force him to disqualify himself; mentioned competitive inequality where one of two local newspapers gets tv.

McConnaughey: told them they were not "parties," that there was nothing he could do now. Lee: said DuMont deserved some consideration as pioneer in tv; said he might have voted for *Boston Post* if it had remained in contest because *Post* page one editorial defending Mr. Lee during Senate questioning "looked mighty good to me." Mack: said he favored awarding tv to newspapers because they deal in "news" while tv station itself deals in "entertainment"; (Mr. Taylor noted Mr. Mack was "quite a talker.")

Doerfer: didn't seem to want to talk, noted his quasi-judicial status, left room once, returned and told them to tell their story but be careful; observed that often FCC member specializes in certain case and "guides" or "tells" other members how to vote; observed Cousins may have made "slight pitch here," but guessed it was all right. Hyde: sympathized with their "confusion," said when he was chairman he'd tried to set up comparative criteria, but now was disturbed at lack of it.

Mr. Taylor testified former Secretary of Commerce Weeks told Taylors he would have given them same help as he gave Mr. Choate but it was too late

Continues on page 10

Vodka revolt

Public response to discontinuance of vodka commercials by WCRB Boston shows "surprising indignation at such censorship by the NAB," Theodore Jones, station president, said Friday. Mr. Jones dropped liquor advertising after being rebuked by NAB at regional meeting in Boston last fall, deciding reluctantly to conform to clause in association's radio standards of practice.

About 80% of hundreds of letters "decried the hypocrisy of radio and tv in refusing to accept liquor advertising," he said, urging association to reappraise liquor situation. Appeal for public reaction was made at request of Sackel Co., agency for WCRB sponsor, Nuyens vodka. WCRB cancelled 26-week contract for 11 p.m. and midnight newscasts five nights weekly. Mr. Jones said he considered Boston replies indicative of national thinking.

Trouble seen for studio links

Broadcasters may find themselves suffering interference in studio-transmitter link circuits under new 942-952 mc allocations, according to A. Prose Walker, NAB engineering director. Mr. Walker Friday explained association asked for exclusive channels, but Commission authorized protection only to existing broadcast use, leaving future stations at mercy of other services using same band.

Commission action announced Thursday made final rule-making proposal reallocating 890-942 mc band to government. It allocated 942-952 mc band to am-fm and tv sound STL service, to fm intercity relay services, and also to international fixed public and international aeronautical fixed station in U.S. territories only. Fixed stations now authorized in 890-942 mc band are allowed to shift to 942-952 mc band if they can show they are receiving harmful interference from government radiopositioning service in 890-942 mc.

Prior to allocations change, tv audio STL had 890-911 mc, am STL had 925-940 mc, and fm STL, 940-952 mc. First two assignments were shared with experimental services, last band was exclusive.

Daly ruling hit

CBS Friday asked FCC to reconsider its decision that Lar Daly, Chicago splinter mayoralty candidate, is entitled to equal time because of newscasts involving other candidates run on network-owned WBBM-TV Chicago (see page 75). Each of such broadcasts, CBS said, were regularly scheduled newscasts, ran from 29 seconds to 97 seconds, were treated as legitimate news. Network said its position (that Daly is not entitled to equal time) was based on FCC interpretation of Sec. 315 issued last October holding that candidates' appearance on routine newscasts was not used under Sec. 315. Commission action, holding Daly entitled to time because of appearances of other candidates in newscasts, is violation of freedom of press and speech First Amendment, CBS said, and therefore unconstitutional. Network asked for prompt order reversing last week's decision.

Plymouth looking

Plymouth Div. of Chrysler Corp. said Friday (Feb. 20) it is looking for new network tv show. New program will be handled by N.W. Ayer. Up to now, Ayer had handled all billing for Plymouth except *Plymouth Show-Lawrence Welk* on ABC-TV (Wed., 7:30-8:30 p.m.). But Plymouth is dropping that show at end of May and in effect terminating arrangement with Grant, which handled Plymouth commercials on program ($5.75 million billing if figured on yearly basis). Plymouth (via Ayer) uses spot radio, is in-and-out of network radio and has some spot tv.

Business Briefly

• Farm House Frozen Food Co., N.Y., will begin a spot television campaign in 25 markets today (Feb. 23) aimed at "further piercing the padlock held by major frozen food manufacturers." Campaign, to run through June, was placed by Co-ordinated Marketing Agency, N.Y.

CONTINUES *from page 9*

and also told them that, all things being equal, he preferred *Herald-Traveler* for ch. 5. Cousins also saw Sens. Styles Bridges (R-N.H.) and Frederick Payne (R-Me.) but asked no help, he said. Two *Globe* employes contacted White House news secretary James Hagerty, Mr. Taylor noted, and another saw presidential aide Robert Cutler.

Witness said John Fisher, former Saltonstall aide whom he identified as partner with *Herald-Traveler* counsel Thomas Joyce in public relations firm, called *Globe* employe and said Taylors had made "good impression" with their visits, but were putting on too much pressure and ought to "take it easy." "That's a funny one," Mr. Taylor observed.

Examiner Stern halted questioning of Mr. Taylor on interview by FBI agent on *Globe's* antitrust charges against competing *Herald-Traveler*. But DuMont, Greater Boston and Massachusetts Bay indicated they intend to bring up matter of whether Mr. McConnaughey violated law in checking with Justice Dept. and with FCC general counsel on antitrust case. DuMont counsel William Roberts said he intends to call Mr. Weeks and Justice antitrust chief Victor Hansen as witnesses. Examiner Stern asked for pertinent laws which insulate FCC members from consultation with certain officials and others in adjudication case, explaining he is not familiar with such laws.

ABC-TV Pacific drama

ABC-TV today (Feb. 23) announces new hour-long adventure drama series, *Adventures in Paradise*, based on stories by Pulitzer Prize winning novelist James Michener, to start in late September. *Paradise* is set for Mondays 8:30-9:30 p.m. EST, following return of *Cheyenne*, starring Clint Walker, from 7:30 to 8:30 p.m., according to Thomas W. Moore, vice-president in charge of ABC-TV programming. 20th Century Fox, with Martin Manulis, vice-president in charge of tv production.

Reinsch to manage Democratic convention

J. Leonard Reinsch, executive director of Cox stations, named special assistant to chairman of Democratic National Committee in charge of 1960 national convention. Appointment announced yesterday by Paul M. Butler, chairman. Mr. Reinsch, who is tv-radio consultant to national committee, was general manager of 1956 Democratic convention, tv-radio director of 1952 convention, radio director of 1944 convention and radio director of Roosevelt-Truman campaign in 1944. Cox stations include WSB-AM-FM-TV Atlanta WHIO-AM-FM-TV Dayton and interests in WCKR and WCKT (TV) Miami.

WEEK'S HEADLINERS

Mr. Beirn

Mr. Abrams

F. KENNETH BEIRN, president of C. J. LaRoche, N.Y., moves to Revlon Inc. as v.p. in charge of advertising, replacing GEORGE J. ABRAMS, resigned. Mr. Abrams, chairman of radio-tv committee of Assn. of National Advertisers, is known to be negotiating with several companies, including Warner Lambert Pharmaceutical Co. Other Revlon changes: WILLIAM R. DAHLMANN, formerly of BBDO, to group marketing director; EMANUEL GOREN, formerly of Lehn & Fink Products Corps., N.Y., to v.p.-general manager of Thayer Labs Div., and STANLEY S. FURNESS to Thayer director of marketing. Mr. Beirn handled 14 Revlon products at LaRoche. He joined Biow Co. in 1948, becoming principal and president of successor, Biow-Beirn-Toigo, in 1953. Leaving in 1957, Mr. Beirn joined Ruthrauff & Ryan as executive v.p., later becoming president. He served as senior v.p. of merged Erwin Wasey, Ruthrauff & Ryan until January 1958 when he assumed presidency of C. J. LaRoche. Mr. Abrams came to Revlon in 1955 from Block Drug Co. where he was v.p. of advertising and sales. Earlier he was with Eversharp Inc., Anacin Co. (now part of American Home Products) and National Biscuit Co.

JOSEPH F. MCCAFFREY, past special reporter for NBC on national political conventions and election night coverage, appointed Washington correspondent of Crosley Broadcasting Corp. Mr. McCaffrey is former president of Radio-Tv Correspondents Assn. of Washington. JAMES L. SNYDER, news director and assistant program manager of KDKA-AM-FM Pittsburgh, named chief of Washington news bureau of Westinghouse Broadcasting Co., succeeding ROD MACLEISH, named head of WBC's overseas operations. JOHN KULAMER, KDKA-AM-FM news editor, replaces Mr. Snyder.

Mr. Karol

Mr. Arkedis

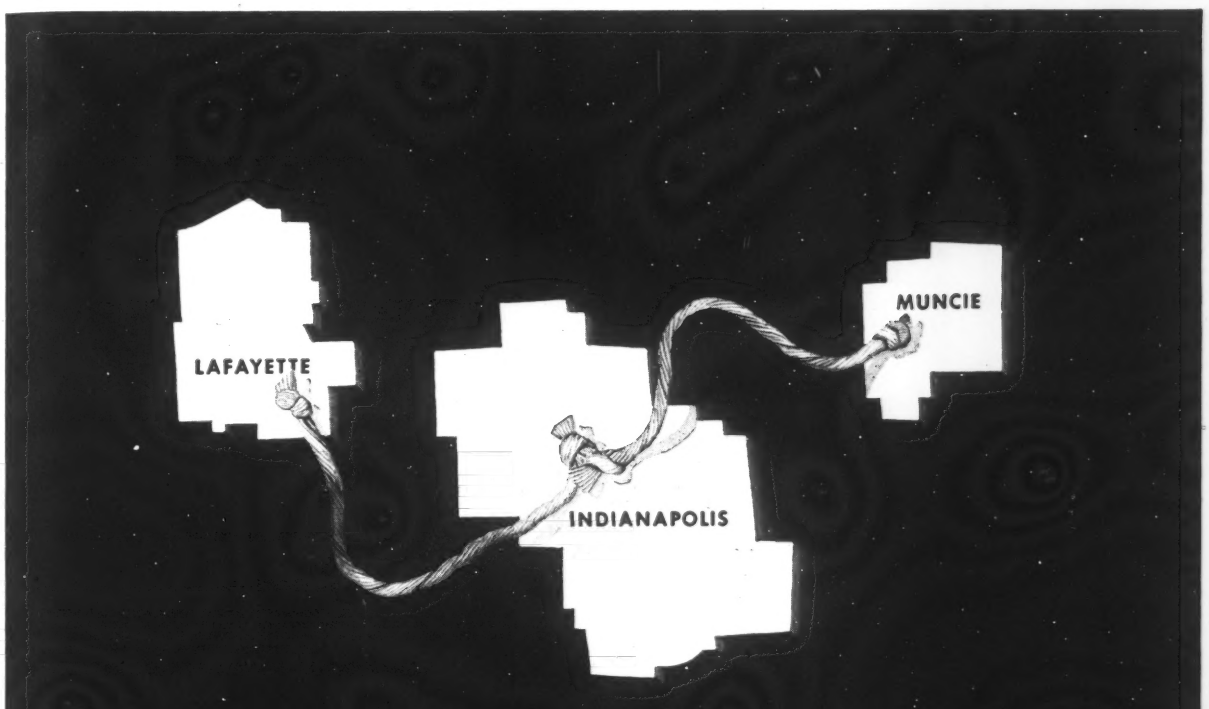
JOHN KAROL, v.p. in charge of network sales for CBS Radio since 1951, appointed v.p. in charge of planning and development. Succeeding Mr. Karol is GEORGE J. ARKEDIS, general sales manager of WBBM-TV Chicago, owned by CBS. Both appointments are effective March 2. Mr. Arkedis joined network in 1946 as account executive. Mr. Karol came to CBS in 1930 as director of research. He is former secretary and treasurer of American Marketing Assn. and past president of Market Research Council.

HARRY D. WAY, vice president and media director of Erwin Wasey, Ruthrauff & Ryan, New York, named executive vice president in charge of New York office. He succeeds FREDERICK J. WACHTER, who has resigned and is reported to be joining Knox Reeves, Minneapolis. Mr. Way, 43, joined EW&RR 1½ years ago, after 20 years' service with Warwick & Legler, New York.

Mr. Carlock

MERLIN E. CARLOCK, formerly chairman and director of Burke Dowling Adams, appointed v.p. of Compton Adv., New York. His precise assignment was not defined but agency announced, "Mr. Carlock brings to us a wealth of experience in fields of advertising in which Compton is involved and is developing for its present clients." Mr. Carlock has been in agency business for 33 years. Before his association with BDA, he was vice chairman of Calkins & Holden Inc. and v.p. of Benton & Bowles. He began his career with BBDO as copywriter.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



Imagine 11 retail centers tied to Indianapolis—all covered mainly by WFBM-TV!

● **Maybe you just don't know the half of it!** When satellite markets total 33% richer and 50% bigger than your present idea of Indianapolis sales . . . that's enlarging your sales opportunities with a capital $.

Here, too, it only takes one television station to guarantee major coverage in 50 Mid-Indiana counties. Why is it WFBM-TV? Simply because it is the only NBC basic affiliate. *Nielsen Coverage Study No. 3 supports these facts.*

where else does a central market exert such an economic pull on so many specific areas that are retail trading centers in their own right?

. . . and where can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here—WFBM-TV dominates Mid-Indiana in total coverage and market penetration . . . *and we're proud of our current ARB.* Call for the facts. Let us show you how to test regional marketing ideas with amazing results!

The Nation's 13th Television Market
. . . with the only basic NBC coverage of 760,000 TV set owning families.

Indianapolis itself—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with 90% television ownership!*

11 Satellites—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the **KATZ** Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

The HOT SHOWS

MACKENZIE'S RAIDERS

starring

RICHARD CARLSON

2-Station
BIRMINGHAM
WBRC-TV

55.3%
SHARE
35.3 RATING

BEATS Restless Gun, Peter Gunn, Wells Fargo, Cheyenne, Groucho Marx, Perry Como and many others.

Pulse, Jan. '59

SEA HUNT

starring

LLOYD BRIDGES

4-Station
CHICAGO
WNBQ

36.0%
SHARE
25.1 RATING

BEATS Groucho Marx, Ed Sullivan, Wells Fargo, Peter Gunn, Gale Storm, GE Theatre and many others.

ARB, Jan. '59

HIGHWAY PATROL

starring

BRODERICK CRAWFORD

4-Station
SAN FRANCISCO
KRON-TV

46.3%
SHARE
21.9 RATING

BEATS Playhouse 90, Ed Sullivan, Ernie Ford, Cimarron City, Lawrence Welk, Californians and many others.

ARB, Jan. '59

s come from ZIV!

3-Station
CINCINNATI
WKRC-TV

47.7%
SHARE
20.7 RATING

BEATS Ed Sullivan, Phil Silvers, Hit Parade, Restless Gun, Jackie Gleason, Bob Cummings and many others.

ARB, Dec. '58

3-Station
MIAMI
WTVJ

46.3%
SHARE
26.3 RATING

BEATS GE Theatre, Texan, Danny Thomas, Ernie Ford, Cheyenne, Groucho Marx and many others.

ARB, Dec. '58

2-Station
JOPLIN-PITTSBURG
KOAM-TV

46.7%
SHARE
31.3 RATING

BEATS Trackdown, Ed Sullivan, Bob Cummings, George Burns, Red Skelton, Texan and many others.

ARB, Dec. '59

4-Station
SAN FRANCISCO
KRON-TV

56.3%
SHARE
28.1 RATING

BEATS Desilu Playhouse, Ed Sullivan, Dinah Shore Chevy Show, Steve Allen, Californians and many others.

ARB, Jan. '59

4-Station
DETROIT
WJBK-TV

62.6%
SHARE
30.1 RATING

BEATS Perry Mason, Restless Gun, What's My Line, Jack Benny, Ed Sullivan, Bob Cummings and many others.

ARB, Jan. '59

3-Station
COLUMBUS
WBNS-TV

53.5%
SHARE
28.3 RATING

BEATS Ernie Ford, Danny Thomas, Groucho Marx, Lawrence Welk, Wells Fargo, Ed Sullivan and many others.

ARB, Dec. '58

Dr. Sydney Roslow, director of Pulse, Inc., heads a nationwide staff trained to make and convert home interview reports into reliable ratings. Some of the Ziv show ratings used here are based on these authoritative findings.

3-Station
BOSTON
WBZ-TV

61.5%
SHARE
27.6 RATING

BEATS People Are Funny, Maverick, Have Gun - Will Travel, Wyatt Earp, Red Skelton, Real McCoys and and many others.

ARB, Dec. '58

2-Station
BRISTOL-JOHNSON CITY
WJHL-TV

61.0%
SHARE
36.3 RATING

BEATS Wyatt Earp, Lineup, Perry Como, Maverick, Peter Gunn, Wells Fargo and many others.

ARB, Dec. '58

3-Station
ST. LOUIS
KSD-TV

48.7%
SHARE
27.5 RATING

BEATS Cheyenne, Millionaire, Ernie Ford, Alfred Hitchcock, Ed Sullivan, Wells Fargo and many others.

ARB, Dec. '58

The Ziv man in your market can show you how to profit from using one of America's GREAT selling forces — a Ziv show!

ZIV Television

Fresh way to serve hot news...

late news
from WKMH 1310 on your dial
WEDNESDAY, FEBRUARY 11, 1959
(ST. LOUIS, MO.) -- The South Fall left by the St. Louis blizzard has been fixed at 22 by latest count. More than 300 persons were injured and to be 12 million dollars.
(COLUMBUS, O.) -- The flood waters in Ohio are reported receding but about 10 hundred persons find their homes before the menace of the Sandusky River at Fremont.
(HALIFAX, N.S.) -- The wrath of the elements hit the North Atlantic again and the fate of 145 persons aboard two missing fishing trawlers is in the balance. Both have been missing since last weekend.
(NAPLES, ITALY) -- An epidemic of hepatitis has hit more than 100 officers and men of the U.S. 6th fleet after liberty in Naples. One man is reported dead. Crewmen of 14 ships were affected.
(WASHINGTON) -- The nation will start the observance of Abraham Lincoln's birthday tonight when President Eisenhower makes a short Washington speech. Congress will meet in joint session to honor Lincoln's 150th birthday.
(ZURICH) -- Greece and Turkey are waiting on British approval before adopting a plan to give the island of Cyprus its independence.
(SOUTHGATE) -- Harry McNeeley, WKMH disc jockey, fell on the ice and suffered lacerations. It took 12 stitches to close the wound on his elbow. He missed this morning's MORNING BEAT.
SPORTS -- The St. Louis Hawks were unable to reach Detroit because of the bad weather. The Pistons -- cancellation of last night's game with the new one this year. -- Coach Sid Abel was given a vote of confidence and new contract by the Detroit Red Wings. -- With the withdrawal of Round Table, the Detroit Thoroughbred "Hillsdale" has been named favorite for the Santa Anita Handicap Saturday ... Jack Simmons is the new backfield coach at U of D.
(LEXINGTON, N.C.) -- The tax collector apologized to John Leonard after billing him $41.30 for taxes on his house. John had allowed firemen to burn the home in a training drill.
WEATHER -- Partly cloudy today and continued cold today. Fair and cold tonight. Low tonight 8 degrees above zero.
THIS EVENING NEWS TIME WITH DICK BULLER ON WKMH AT 6 O'CLOCK
DISTRIBUTED BY THE MICHIGAN ADVERTISING DISTRIBUTING COMPANY
Temple 3-0500

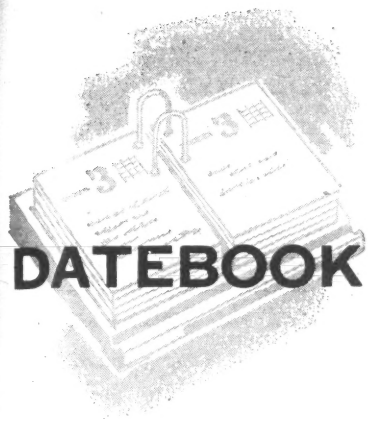
A WKMH innovation in Detroit's top dining places

One reason WKMH has such a big listening audience *ON THE AIR* is because of the many public services it performs *ON THE GROUND*. Latest innovation is this WKMH FLASH BULLETIN that brings Detroit business men important news "hot off the wire" in Detroit's top luncheon places. It's a *PLUS* that's appreciated, and is typical of the many popular WKMH services that win more friends daily for Detroit's Music and Sports Station. Why not tap the rich Detroit market for *your* clients on WKMH? You get *BIG* exposure at *lowest cost per thousand* . . . and you save an additional 15% when you buy 4 or more Knorr stations.

Represented by Headley-Reed

knorr BROADCASTING CORPORATION

WKMH Dearborn-Detroit · WKMF Flint, Michigan · WELL Battle Creek, Michigan · WSAM Saginaw, Michigan · WKHM Jackson, Michigan



DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

FEBRUARY

Feb. 23-24—**American Bar Assn.**, annual convention, Edgewater Beach Hotel, Chicago (to be preceded Feb. 19-22 by several allied bar group meetings). ABA will hear status report on controversial Canon 35 prohibiting radio-tv courtroom coverage.

*Feb. 24—**Radio & Television Executives Society** timebuying & selling seminar luncheon, 12:15 p.m., Hawaiian Room, Hotel Lexington, New York. Topic, "Videotape & Its Media Significance." Speaker, Alexander Cantweil, BBDO.

*Feb. 24—Fm Broadcasters of Southern California membership meeting, 12 noon, at Nikabob Restaurant, Los Angeles.

Feb. 24-25—**NAB Conference of State Broadcaster Assn. Presidents.** Annual meeting and conferences with legislators. Shoreham Hotel, Washington. A feature of the final day will be the annual Voice of Democracy awards luncheon.

*Feb. 25—**Radio & Television Executives Society** roundtable luncheon, 12:30 p.m., Palm Terrace, Hotel Roosevelt, New York. Howard S. Meighan, consultant to Ampex and president of Videotape Productions, appraises vtr's impact.

Feb. 25-27—**Electronic Industries Assn.** industrial relations conference, Chase-Park Hotel, St. Louis.

Feb. 26—**NAB Engineering Advisory Committee**, NAB hdqrs., Washington.

*Feb. 26—Rep. Oren Harris (D-Ark.), chairman of House Interstate & Foreign Commerce Committee (and last year's chairman of the House Oversight Committee), addresses luncheon meeting of **Federal Communications Bar Assn.**, Congressional Room, Willard Hotel, Washington.

Feb. 27—Democratic National Committee meets in Washington to pick final site for 1960 nominating convention.

MARCH

March 3—Special meeting of Technical Committee, **Assn. of Maximum Service Telecasters**, at AMST headquarters, Washington. Meeting will deal with allocations matters in preparation for annual meeting of AMST March 15 in Chicago.

March 3—Second annual legislature dinner of New York **State Assn. of Radio & Television Broadcasters** with Gov. Nelson A. Rockefeller as guest-of-honor and keynote speaker, Ten Eyck Hotel, Albany. Also on dais will be New York Senators Jacob K. Javits and Kenneth B. Keating, Comr. Robert Lee, of FCC, and Gov. Rockefeller's entire cabinet. Mike Hanna, WHCU Ithaca, is chairman of dinner.

March 4—**California Broadcasters Assn.**, annual membership meeting, El Dorado Inn, Sacramento.

*March 5—Tentative date for argument before U.S. Supreme Court in Farmers Union v. WDAY Inc. (WDAY-TV Fargo, N.D.), involving question of immunity of broadcast station when political candidate, invoking Sec. 315 of Communications Act, utters libel on air. Case No. 248.

March 5-6—**Assn. of National Advertisers**, "Advertising to Business & Industry," Hotel Webster Hall, Pittsburgh.

*March 6-7—14th annual **Radio-Tv Conference & Clinic**, U. of Oklahoma, Norman. Oklahoma Broadcasters Assn. and Oklahoma chapter of Assn. of Women in Broadcasting are co-sponsoring with U. of Oklahoma. Some 30 speakers from industry will appear on program.

*March 7—**Academy of Television Arts & Sciences**, N.Y., tv tape study and demonstration, NBC Teletape Center, 67th & Broadway, New York.

March 13-14—**Arkansas Broadcasters Assn.**, spring meeting, Hotel Marion, Little Rock.

March 15—**Assn. of Maximum Service Telecasters**, annual membership meeting, Conrad Hilton Hotel, Chicago, 9:30 a.m.

*March 15—**Mutual Affiliates Advisory Committee**, Conrad Hilton Hotel, Chicago.

March 15-18—**NAB's annual convention** at the Conrad Hilton Hotel, Chicago. Exhibits open; non-agenda meetings scheduled March 15. Formal sessions open March 16 with keynote speech by Robert W. Sarnoff and continue through March 18; schedule topped by an address by FCC Chairman John C. Doerfer and FCC-industry roundtable. Only NAB associate members supplying broadcast equipment are eligible to exhibit. Annual NAB Engineering Conference, with several joint management-technical sessions, will be held concurrently with convention in the same hotel.

March 16—**NAB Tv Code Review Board**, Conrad Hilton Hotel, Chicago.

*March 18—Symposium on social and economic forces of advertising co-sponsored by St. Louis Council of American Assn. of Adv. Agencies and U. of Missouri School of Journalism, Sheraton-Jefferson Hotel. Dr. Earl F. English, dean of school, will moderate. Registration, $22.50.

March 18-20—Quarterly conference, **Electronic Industries Assn.**, Statler Hilton Hotel, Washington.

March 23-26—Annual convention **Canadian Assn. of Radio & Television Broadcasters**, Royal York Hotel, Toronto, Ont.

March 23-26—National convention, **Institute of Radio Engineers**, Waldorf-Astoria, New York. The nation's leading electronic scientists will attend. Advances in space technology and major new electronic fields will be explored.

*March 23-28—**Short Course in Crime News Analysis & Reporting**, Northwestern U., Fisk Hall, Evanston, Ill. Journalism and law schools with Ford Foundation grant, will conduct intensive instruction for radio-tv, press and magazine newsmen. Courtroom broadcasting is one of topics. Attendance fee $100. Registration must be received by March 16. Scholarships for needy available. Members of lecture staff will be available for interviews.

*March 30—Deadline for filing copies of direct testimony in FCC's inquiry into allocation of frequencies between 25 mc and 890 mc. Number of copies to be filed: 1 notarized original, and 20 copies.

APRIL

April 1—Research workshop **Assn. of National Advertisers**, Hotel Pierre, New York.

April 3-4—**Oregon Assn. of Broadcasters**, U. of Oregon, Eugene.

April 3-5—**Mississippi Broadcasters Assn.**, annual meeting, Buena Vista Hotel, Biloxi.

April 5-8—**National Retail Merchants Assn.**, sales promotion division, Eden Roc Hotel, Miami Beach.

April 6-9—National Premium Buyers, 26th annual exposition, Navy Pier, Chicago. Premium Advertising Assn. of America will meet April 7, same site.

April 7—Trial of former FCC Comr. **Richard A.** Mack and friend, Thurman A. Whiteside, for conspiracy to defraud U.S. Presiding: Judge Burnita S. Matthews, U.S. District Court, Washington, D.C.

April 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6

how to be a hero to your clients

Clients raising a statue to the station manager? It could happen if you install TelePrompTer. Why risk fluffs and freeze-ups when TelePrompTer assures smooth, professional delivery even after a single run-through? With TelePrompTer you can deliver network quality on a local level. And that means *more business* from both local and national advertisers.

TelePro 6000 Rear Screen Projector can give your commercials another big boost. The brightest image imaginable gives authentic background for your clients' messages. Both TelePrompTer and TelePro will be on exhibit at the N. A. B. Convention in Chicago, March 15. Don't miss them.

TELEPROMPTER CORPORATION.

Originators of
GROUP COMMUNICATIONS
311 WEST 43 ST., NEW YORK 36, N.Y.

LOS ANGELES • WASHINGTON, D.C. • CHICAGO
HUNTSVILLE, ALA. • TORONTO • LONDON

Rochester, N.Y.'s Newest "D.J."

Until recently, King of the American Forces Network In Europe! NOW On WHEC!

JACK FRIEL

He wowed 'em in Munich! He thrilled 'em in Paris! He was a sensation at the Brussels World's Fair! Now he brings his vast talents and winning personality to WHEC for the delight of listeners and sponsors alike! Every weekday . . .

3:05 to 6:00 P.M.

WHEC

Basic CBS In Rochester!

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

a.m.-6 p.m. or sunrise-sunset, whichever is longer. Docket 12,729.

April 12-13—Spring meeting, **Texas Assn. of Broadcasters**, Commodore Perry Hotel, Austin.

April 12-14—**Assn. of National Advertisers**, annual west coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

April 20-23—**American Newspaper Publishers Assn.**, Waldorf-Astoria Hotel, New York.

April 23-25—**Western States Advertising Agencies Assn.**, ninth annual conference, Oasis Hotel, Palm Springs, Calif.

April 23-25—**American Assn. of Advertising Agencies**, annual meeting at The Greenbrier in White Sulfur Springs, W. Va. Annual dinner will be held April 24.

April 24—**Ohio Assn. of Broadcasters**, Terrace-Hilton Hotel, Cincinnati.

April 24-25—**New Mexico Broadcasters Assn.**, Bishop's Lodge, Santa Fe.

April 26-29—**National Assn. of Transportation Advertising convention**, The Greenbrier, White Sulphur Springs, W. Va.

***April 29**—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—**International Advertising Assn.** convention, Hotel Roosevelt, New York.

April 30-May 2—**Alabama Broadcasters Assn.**, Buena Vista Hotel, Biloxi, Miss.

April 30-May 3—**Assn. of Women in Radio & Television**, annual national convention, Waldorf-Astoria Hotel, New York.

April 30-May 3—4th district, **Advertising Federation of America**, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—**National Radio Month** opens.

May 1—**National Law Day.**

May 1-3—**Texas Assn. of Sigma Delta Chi**, Hotel Galvez, Galveston. Annual meeting.

May 4-6—**Assn. of Canadian Advertisers**, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—**Society of Motion Picture & Tv Engineers**, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla.

***May 6**—**National Academy of Television Arts & Sciences**, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

***May 13-15**—**Pennsylvania Assn. of Broadcasters**, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

May 16-17—**Illinois News Broadcasters Assn.**, spring meeting, Southern Illinois U., Carbondale; also, **United Press Intl.** business meeting.

May 20-22—**Assn. of National Advertisers**, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-23—**Montana Radio Stations Inc.**, Great Falls.

May 21-23—**Electronic Industries Assn.**, annual convention, Sheraton Hotel, Chicago.

May 24-27—**Associated Business Publications**, annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 28-31—**Second Annual Pop Music Disc Jockey Convention & Seminar** under auspices of Storz Stations, Americana Hotel, Miami, Fla.

JUNE-NOVEMBER

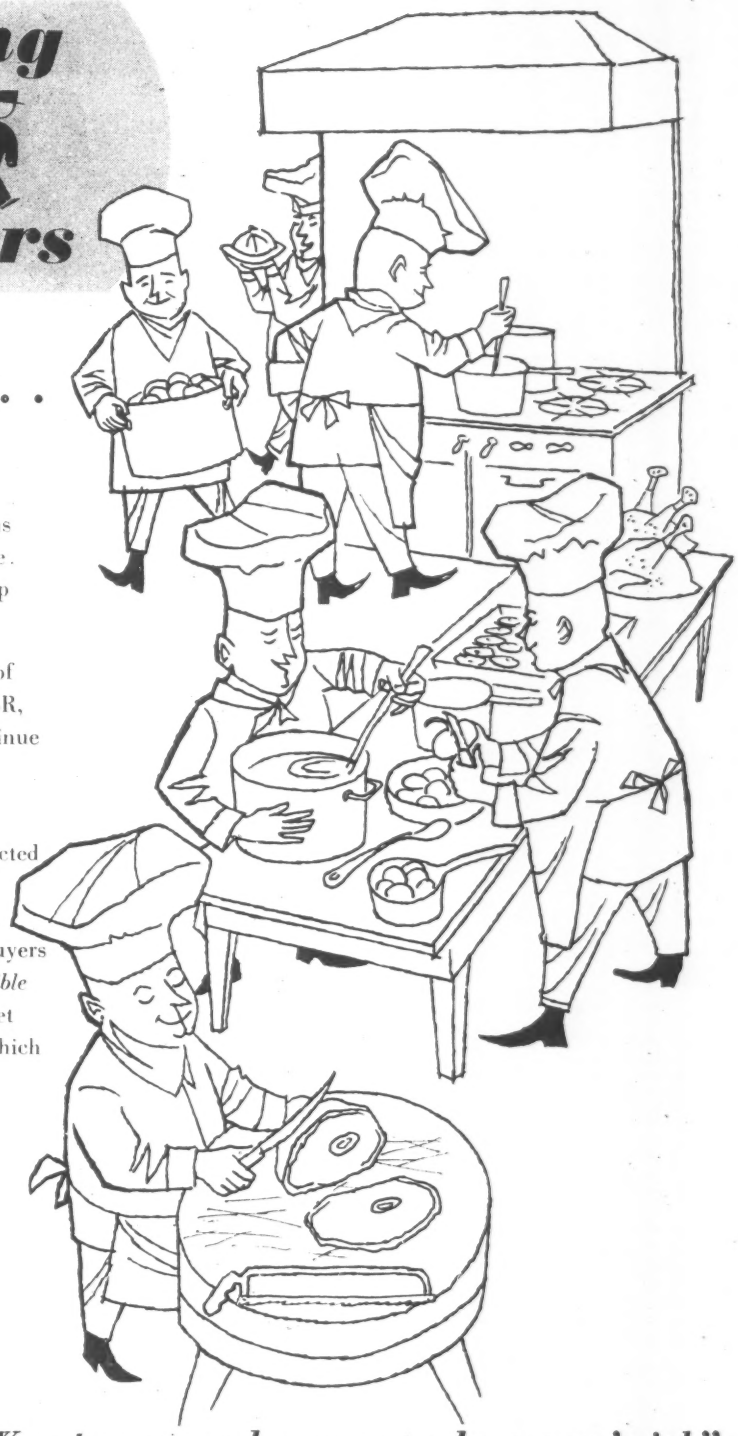
June 1-3—National microwave symposium, **Professional Group on Microwave Theory & Techniques**, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.

June 7-10—**Advertising Federation of America**, annual convention, Hotel Leamington, Minneapolis.

June 9-11—**National Community Television Assn.** annual convention, Mayflower Hotel, Washington, D.C.

working partners

recipe for sales . . .



There is a distinguishing *flavor* about representative organizations which comes principally from the type of men who actively head up each firm.

Here, this consists of the group of Working Partners who started H-R, and who today still actively continue to serve all of our stations and buyers of time.

Supplemented by a carefully selected staff of *properly aged* and sales *seasoned* men, each following the H-R practice of providing time buyers with a complete and *easily digestible* presentation of station and market facts, we have a *recipe* for sales which appeals to the business *appetites* of the stations we serve.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President

"We always send a man to do a man's job"

RADIO **H-R** TELEVISION
TELEVISION, INC.
REPRESENTATIVES, INC.

NEW YORK	SAN FRANCISCO	ATLANTA
CHICAGO	DALLAS	HOUSTON
HOLLYWOOD	DETROIT	NEW ORLEANS

sold!...for

billion

n dollars!

Food and drug sales in Storer markets
totaled eight billion dollars*—
a substantial share of which was sold through
the impact of radio and television
stations owned and operated by the
Storer Broadcasting Company.

"SOLD ON A STORER STATION"
is more than a slogan . . . it is a reality.

* *7 billion food, 1 billion drugs*
as reported by 1957 Sales Management
"Survey of Buying Power."

Storer Broadcasting Company

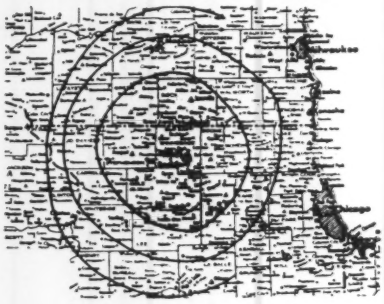
WGBS	WAGA	WWVA	WIBG	WSPD	WJW	WJBK
Miami	Atlanta	Wheeling	Philadelphia	Toledo	Cleveland	Detroit

WAGA-TV	WSPD-TV	WJW-TV	WJBK-TV	WITI-TV
Atlanta	Toledo	Cleveland	Detroit	Milwaukee

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940
230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

WREX-TV

new, wide range



with

HIGH POWER

229 KW VIDEO 115 KW AUDIO

SPANS A BILLION DOLLAR ROCKFORD PRIMARY MARKET

COVERS ALL OF 14 COUNTIES AND MARKET PORTIONS OF 14 OTHERS

The new, wide-range of WREX-TV, now increased to 229,000 watts video effective power (five times the former ratings), extends the primary limits of the Rockford TV market to encompass $1.1-billion potential . . . widens the "secondary" range of influence to include a total $2.5-billion.

ROCKFORD MARKET

WREX-TV's new power spans a primary area of four counties and market portions of 11 others . . . $1,163,973,000 consumer spendable income — 555,462 people — and markets that record total retail sales of $762,124,000 annually.

TOTAL MARKET:	
Population	1,343,651
Households	413,099
Spendable Income	$2,502,773,000
Retail Sales	$1,768,295,000

WREX-TV COVERAGE

WREX-TV spans audience interest comparative rankings of top programs, ARB area survey, shows 33 of top 37 programs are all on WREX-TV. WREX-TV leadership is strong throughout the telecasting day

Rockford Metropolitan Area—station share of sets-in-use summary—for 4 weeks

Source ARB Oct. 21 - Nov 19 — 1958

	WREX-TV	Station B
Mon. — Fri.		
Sign-on to Noon	56.3*	48.4
Noon to 6:00 PM	70.3	28.7
6:00 PM to Midnight	55.1	43.8
All Week — Sign-On to Sign-Off	59.2	40.7

*Shares — station on less than the station telecasting the most quarter hours during particular period.

a wider market/coverage range in the Rockford BILLION DOLLAR market

WREX-TV

CHANNEL 13 ROCKFORD

J. M. Baisch Gen. Mgr.

ABC - CBS AFFILIATION

Represented By

H-R TELEVISION, INC.

OPEN MIKE

Perspective '59

EDITOR:

The Feb. 9 issue is terrific. Especially Kevin Sweeney's article. . . . Any station operator who can't use this issue . . . as a sales tool is suffering from voluntary inertia.

Malcolm Greep
Executive Vice President & General Manager
WVJS Owensboro, Ky.

EDITOR:

BROADCASTING demonstrated its leadership among trade journals with the Feb. 9 issue. What an outstanding edition!

Ralph E. Becker
1st Lt., USAF
Information Services Officer
Richards-Gebaur Air Force Base, Mo.

One glance, couldn't put it down

EDITOR:

When my copy . . . arrived this morning, I planned to take it home tonight to read all of 'Perspective '59.' One glance, however, and I found this somewhat impossible, for now, at noontime, I think I'm one of the best informed people in the industry, having already read the section.

'Perspective' is truly a memorable piece of annual journalism.

Robert W. Bloch
Robert W. Bloch Public Relations
New York

Reaction from 'down under'

EDITOR:

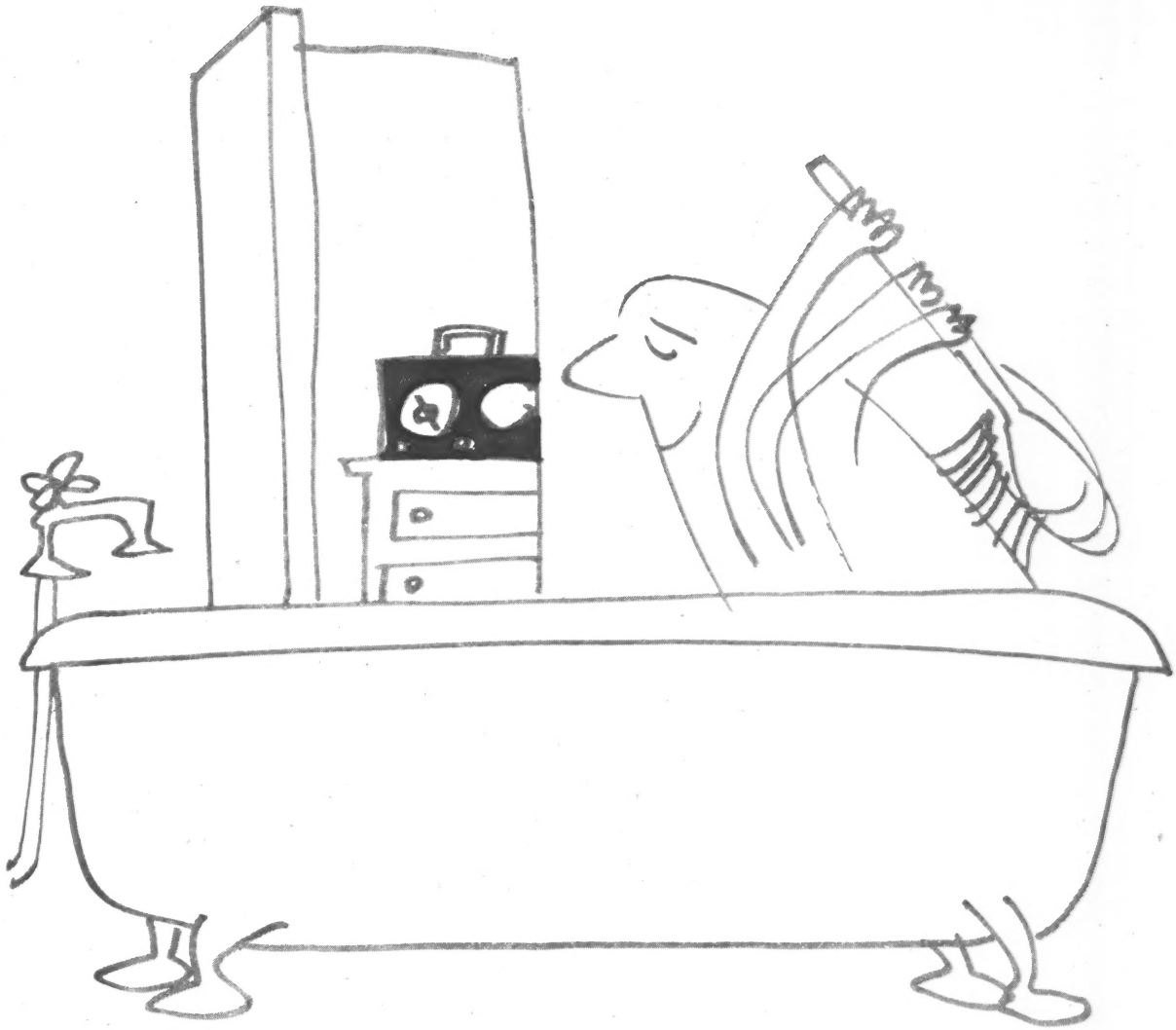
I would like to congratulate you on the complete and interesting coverage of broadcasting in the U.S. I have received BROADCASTING for many years and often marvel at the amount of research work that must go into compiling your columns. Your Jan. 5 number has just reached me and it goes for easier handling.

A. Marvin Branks
Invercargill
New Zealand

The single rate—plus

EDITOR:

. . . We have operated with a single rate since our inception in September 1955 and while it has certain headaches, the good features completely soothe them all over a short period of time. We at WGTO go even one step further, operating under the trademark of a "Gold Seal Station" in cooperation



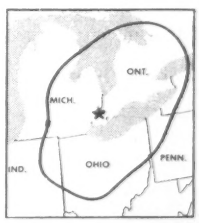
OFF LIMITS FOR SALES?

Taking a bath, baiting a hook, ironing shirts or driving a car—WJR reaches adult listeners no matter where they are or what they are doing.

The reason that WJR is so popular with adults is because our programming is a consistently fine blend of entertainment, information and education.

So what's with this *adult appeal* routine on WJR? Just this—adults are the people with the purchasing power—the people who buy your products and services.

Sound interesting? Check with your Henry I. Christal representative for the facts on WJR, the "buying power" station in the Detroit-Great Lakes area. Learn how advertising on WJR can get through to the right people.



WJR DETROIT

760 KC 50,000 WATTS

RADIO WITH ADULT APPEAL

WSBT-TV ...SOUTH BEND, INDIANA'S DOMINANT STATION

JOE BOLAND... America's Voice of Sports

Every dyed-in-the-wool sports fan in America knows WSBT-TV's Sports Director, Joe Boland. You've heard him announce the CBS-TV Bowl and Pro games—the Notre Dame games on ABC Radio—and the Colt-Giant Championship game on NBC Radio. He was named "Sportscaster of the Year" for '57 by the famous Rockne Club.

Joe's popular weekday show on WSBT-TV, "Boland With Sports," (5:45-6:00 P.M.) is one of the highest-rated sports shows in television.

Joe's program is typical of the many popular local shows on WSBT-TV, with high ratings and "selling" personalities.

WSBT-TV dominates the prosperous South Bend market. The latest A.R.B. shows this station carrying 9 of the 10 top rated programs, 18 of the top 25; 33 of the top 50! Total Effective Buying Income in the station's 14-county coverage area is $1,594,029,000!

See your Raymer man or write WSBT-TV about availabilities of participations or the entire show. There are also availabilities on Joe's popular daily radio sportscast (6:00-6:15 P.M.).

WSBT-TV ONE OF CBS' HIGHEST-RATED STATIONS

SOUTH BEND, INDIANA • CHANNEL 22

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

with our parent station KSTP-AM-TV Minneapolis-St. Paul and our associate KOB-AM-TV Albuquerque, N.M., in the guarantee that reads "Every advertiser receives the same rate for equal schedule and facilities." Once the first step of single rate card has been taken, we highly recommend taking the second one.

G. Max Kimbrel
Manager
WGTO Cypress Gardens, Fla.

Status report on fm

EDITOR:

. . . I can only feel that this fine article [fm report, Feb. 9 issue] will contribute greatly to the future of fm as an advertiser and entertainment medium . . . these factual reports are always deeply appreciated.

Will Collier Baird Jr.
Vice President
WFMB (FM) Nashville, Tenn.

EDITOR:

We will appreciate . . . 150 reprints of the article, "Have Audience, Can Sell—FM" . . .

Frank Kovas Jr.
Owner
WKFM (FM) Chicago

EDITOR:

Your comprehensive study of fm . . . was excellent . . .

While we can understand the problems of agency people in trying to justify an fm buy, it is somewhat of a puzzle to us why . . . so-called gilt-edged accounts . . . go to rock 'n' roll stations. We have joined with KRCW (FM) Santa Barbara, KEYM (FM) Santa Maria and KJML (FM) Sacramento to form a regional package that can be purchased with a single buy. Perhaps that will open the eyes of some of the buyers.

In the meantime, we are picking up new local accounts every month (and 90% of them renew), plus being active in stereo, background music and multiplexing. As for programming, we feature 16½ hours of the standards and 1½ hours of the classics every day of the week. We hope to continue to grow on the base we have established—having a friendly, adult sound . . . and showing definite sales results for our advertisers.

Jim Hodges
Sales Manager
KQXR (FM) Bakersfield, Calif.

EDITOR:

The [fm] article has certainly aroused a lot of interest here but I am afraid we have to receive it with mixed emotions . . . WXHR (FM) was painfully conspicuous by its absence.

. . . We have some advertisers and

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

His pounds melt away—yours won't

Should someone recommend a "wonder" or "miracle" diet to you . . . one that's guaranteed to make your excess pounds vanish in a week or so . . . beware of the advice. Pounds never "melt away"... *except those of the snowman!*

How should you tackle the problem of reducing? First, face the fact that overweight—in more than 95 percent of the cases—is caused by eating and drinking too much. To curb your appetite and change your eating habits *permanently*, a lot of will power is required.

NEXT, you should get your doctor's advice. He will put you on a diet to remove weight at a safe rate—two to three pounds weekly. He will also see that your diet includes all the essential nutrients you need—especially proteins, vitamins and minerals —for body upkeep, repair, and health.

Though calorie-laden foods (rich desserts, gravies, dressings, fried foods) will be restricted, you will be pleasantly surprised at the varied, appetizing meals you can have while reducing.

Your doctor may also recommend sensible, regular exercise—such as walking. Exercise alone won't solve your weight problem. But it will help keep your body "in tone" and use up some calories that would be deposited as fat.

Reducing and keeping your weight down will be worth all the effort required. That is because excess pounds burden the *entire* body, especially the heart.

FOR EXAMPLE, it's estimated that every 20 pounds of excess weight requires the body to develop about 12 extra miles of blood vessels. Consequently, the work of the heart is greatly increased as it must exert more force to pump blood through these additional vessels.

Overweight also tends to shorten life. At age 20 and beyond, those who are considerably overweight have a mortality rate at least 50 percent higher than those of average weight.

Moreover, diseases which affect the heart and blood vessels—including coronary artery disease and high blood pressure—develop earlier in overweight people than in people of average weight. So do diabetes and arthritis, as well as gall bladder and liver troubles.

So, if you bring your weight down and keep it down *permanently*, you may gain some mighty important benefits. Among other things, you can expect to have more vigor, better health—and perhaps added years of life in which to enjoy them.

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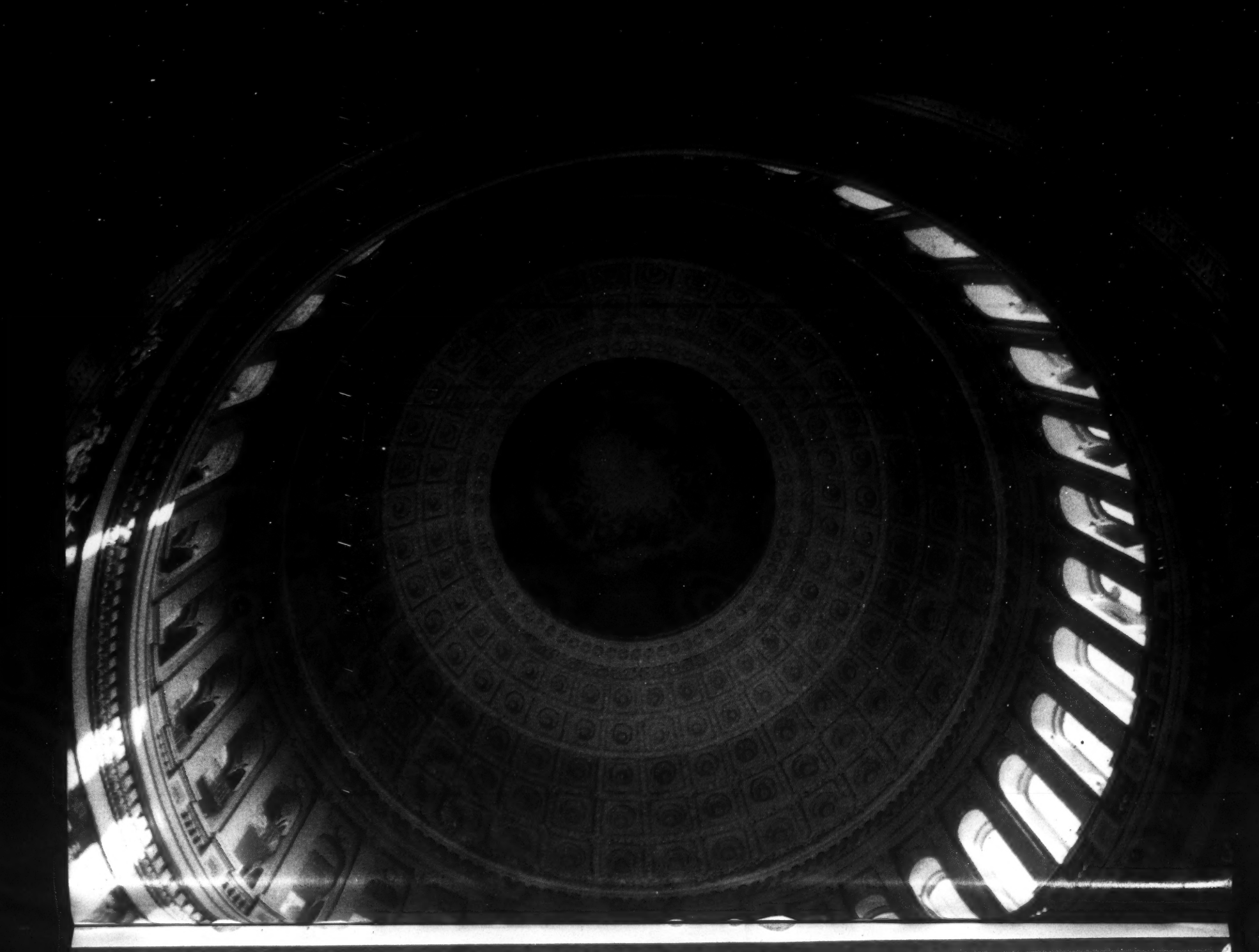
Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.



ROTUNDA . . .

This unusual photograph captures the majestic splendor of the interior of the Capitol dome. The fresco in the center, 180 feet above the rotunda floor, titled "The Apoetheosis of Washington," was done by Constantino Brumidi. The dome, which was completed in 1865, consists of 36 iron ribs and weighs 4,455 tons.

Another in the continuing WTOP-TV series of Washington scenes photographed by Fred Maroon.

Reprints on request.

WTOP-TV 9
WASHINGTON, D. C.

AN AFFILIATE OF THE CBS TELEVISION NETWORK

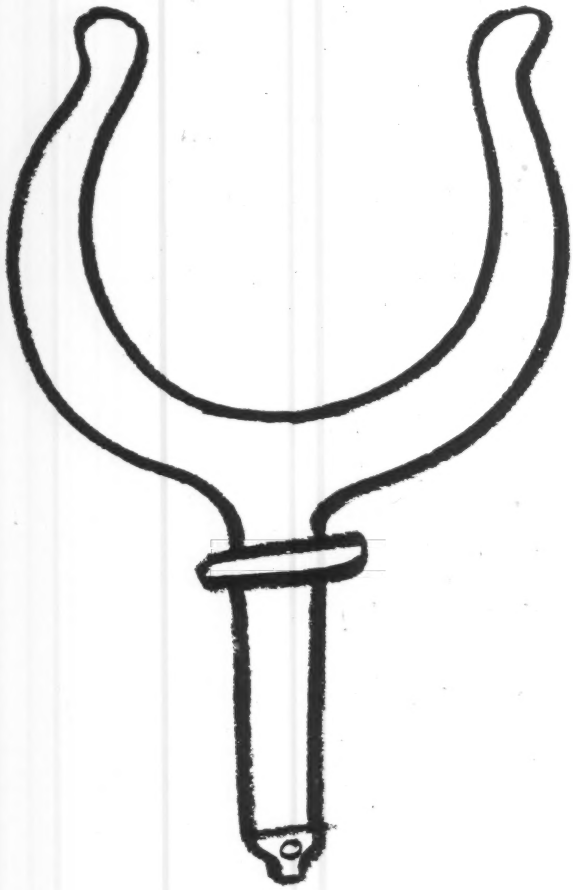
REPRESENTED BY CBS TELEVISION SPOT SALES

OPERATED BY THE WASHINGTON POST BROADCAST DIVISION

WTOP-TV, *Channel 9, Washington, D. C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP Radio . . . . . *Washington, D. C.*

WCSH-TV 6

NBC Affiliate **Portland, Maine**



5 IN A ROW

Since we dipped our oars in the water five years ago, we've had a "lock" on first place. On network quarter hour firsts, leading local live shows, or top syndicated films we've come out on the long end of the oar in every survey taken in our service area — and most recently on the Nov. '58 ARB.

Ask your Weed TV man for more facts about Northern New England's service-minded SIX.

Rines TV · RADIO STATIONS OF MAINE

WCSH-TV, Portland
WLBZ-TV, Bangor
WCSH-Radio, Portland
WLBZ-Radio, Bangor
WRDO-Radio, Augusta

A matching Schedule on Ch. 2 in Bangor saves an extra 5%

do a higher gross dollar volume than any other fm station in New England. We are the only fm station affiliated with a national network [ABC].

. . . Since your article went to press the rep picture has taken a significant turn. Roy Holmes who was for many years with Good Music Broadcasters has joined the Walker-Rawalt Co. and is going to concentrate on repping quality music stations. WXHR is one of his first fm clients.

Wallace Dunlap
General Manager
WXHR (FM) Cambridge, Mass.

[EDITOR'S NOTE: Reprints 15¢ each.]

Videotape story welcome

EDITOR:

Your analysis of videotape recording in the Feb. 9 issue was a welcome sight to behold. How about sending along 20 reprints . . .

Don C. Creswell
Video Sales Supervisor
Ampex Corp.
Washington, D.C.

Yearbook schedule

EDITOR:

Some confusion has arisen here regarding the publication dates of your yearbooks . . .

Margaret H. Schneider
Librarian
Society National Bank of Cleveland, Ohio

[EDITOR'S NOTE: The Yearbook number is published each September, covering both tv and radio. During 1952-1957 separate Yearbooks were published. They were recombined last year.]

New dress pleases

EDITOR:

Delighted with your new format. Your announcement ad mentioned that you were changing the format to increase the press run. I think it was something more than that. I sincerely believe it enhances the appearance by 100%. There is something about the new format that says, out loud—NEWS.

Howard J. London
Director
Radio, Television and Motion Pictures
The March of Dimes
New York

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

because 269,935 listeners wrote us in five weeks!

We don't pretend to know exactly how many listeners WLS has, but we do know through our 5-week "Lucky Listener" gift offer, that 269,935 not only listened but **responded** with cards and letters to WLS personalities. And better than any survey or rating service can determine, we know WHO they are; WHERE they live; and WHEN they listen to WLS.

Why not call MOnroe 6-9700 or your John Blair man today for full details on how you too can reach this RESPONDING AUDIENCE with WLS—the station where now as always . . .

LISTENER LOYALTY PREDICATES AUDIENCE RESPONSE

WLS CHICAGO

The Prairie Farmer Station

Represented by John Blair

These are the WLS Personalities who not only reach their audience but get audience response

Bill Mason

Rita Ascot

Jerry Golden

Bill Guthrie

Bill Duane

Martha Crane

Bob Porter

JOIN OUR

"Rush To The Rockies"

This Is The Year...

thousands upon thousands of Americans will visit KOA's home state—Colorado—celebrating the 100th anniversary of its historic "Rush to the Rockies." They'll enjoy many of the state-wide celebration events in person...and listen to others via KOA-Radio.

This Is The Year...

like the 35 other years in KOA's own history, when more and more Westerners will *stay* with KOA... and when more newcomers will discover that 850 on their radio dial *means* the finest in radio programming.

This Is The Year...

when more advertisers will realize greater sales results than ever from KOA's vast coverage of 302 counties in 12 states...from KOA's skillful programming that offers wonderful listening variety...from KOA's popular personalities who entertain, inform, and sell!

This Is The Year...

for you to discover KOA-Radio, the *only* station you need to sell the entire rich Western Market!

Represented nationally by

Henry I. Christal Co., Inc.

KOA DENVER Radio

One of America's great radio stations

850 on your dial

50,000 Watts

NBC

2-59

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* Reg. U. S. Patent Office

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LASSO THESE HARD-TO-GET SPONSORS

with

DELIVERED!

A major potato chip sponsor to 12 stations in a four-state area! . . . Whether it's potato chips or petroleum distributors, "Cisco Kid" helps deliver accounts on your station's "most wanted" list!

Could you use a local...

- **FOOD PACKAGER**
- **INSURANCE AGENCY**
- **BAKERY**
- **GROCERY ASSOC.**
- **DEPARTMENT STORE**
- **DAIRY**
- **TOY COMPANY**

Sponsors in ALL these classifications (and many, many more) are on TV stations in markets coast-to-coast with the new "Cisco Kid" plan. You can offer sponsors a rating-proved series that's backed with a complete market-tested traffic and direct sales-building plan. Low cost. Wide appeal. Get the facts from:

ZIV Television

CISCO KID DIVISION
1529 Madison Road
Cincinnati 6, Ohio

MEET
THE
BRITISH
PEOPLE
IN...

Topic...

Joan and Julius Evans visit an automobile factory in Coventry . . . one of their many interesting and informative TOPIC jaunts.

A new series, a new look at Britain and the British today . . . through the eyes of Joan and Julius Evans, an American couple abroad.

You will meet an attractive lady chemist with definite views on marriage and careers . . . a 20th Century "Mr. Chips" . . . an out-of-fiction London cabbie . . a dedicated atomic physicist . . . a pretty young theater hopeful . . . a Rhodes Scholar from North Carolina . . . and many others.

Among the places you will visit are Bohemian Soho, busy London Airport (where jets came of age), Ulster (which sent America 14 Presidents), Harwell (crucible of nuclear research) and rebuilt Coventry, Britain's Detroit.

"TOPIC" is no quaint tourist trip . . . but rather, a frank and friendly visit with an energetic and dynamic people, and their country . . . it's exciting, stimulating TV, a *must* for your *best* public service time!

13 Quarter-Hour Programs—FREE for TV!

Write NOW for first-run availabilities in your area.
Call your local BIS man or contact—

Radio – Television Division

BRITISH INFORMATION SERVICES

an Agency of the British Government

45 Rockefeller Plaza • New York 20, N. Y.

what's for breakfast?

soft boiled egg? pheasant under glass? toast and juice? no matter! nearly everybody in Greater New Haven has coffee with Bud. Bud Finch's 13-year-old Coffee Club tunes 'em in to 23-year-old WELI, from all over the state and eastern Long Island. and they stay, too, through the well-planned 19 hour day of adult-type music, professional-type news and sports. Sales Results (and availabilities) are really good on WELI; ask H-R Representatives, Inc., or Harry Wheeler in Boston.

WELI *New Haven, Conn.*

5 KW days; 960 kilocycles; 1 KW nights (CP 5 KW nights)

MONDAY MEMO

from **ED REICH,** *television-radio dept., Erwin Wasey, Ruthrauff & Ryan, Los Angeles*

Multiple spotting, à la Britain?

Standards of behavior and action which we take for granted, like wearing a dark suit for clients and driving on the right side of the road and eating thick steak—these essentials of life we frequently are willing to forego when we visit a foreign country. All caution to the winds and let's live like the natives do.

Britain, in my book, however, scarcely qualifies as a foreign country. True, the beer is warm, the on-off light switches are all upside down and haircuts are still 42 cents. But patterns of life are pretty much as we practice them, especially in advertising circles. For this reason, deviations from the norm cause American eyebrows to lift; they're just not expected. Against this background, it is particularly interesting to view the effects in television of non-sponsorship of programs and multiple spotting.

In case you came in late: Britain has had television on a regular basis since 1936, but broadcasting service containing advertising began only in the fall of 1955. The single station in each population area was franchised to put on programs providing a "second entertainment service to the public" (the first, of course, is the BBC). These stations are allowed to enjoy the revenue from advertisers who care to buy the time made available for commercials, but absolutely no connection between advertising and program is tolerated.

Embarrassing Profits • Everybody lost money the first year of commercial tv, but from 1957 on, it has been a sellers' market, with the "program contractors," as the stations are called, earning embarrassingly large profits.

We have come in the U.S. to look upon the integrated program as an opportunity worth considerable extra expenditures. Frequently the decision for integration is not so much for integration per se, but the desire to use the star of the show because he or she is the best possible salesman available for the product. The British Independent Television Authority specifically prohibits such integration and elaborate steps are taken to see that it does not happen. It just isn't cricket to sneak up on the unwary viewer in the guise of diverting him and then when his guard is down, hit him with advertising.

Commercial Flexibility • On the other hand, commercials may be as long as 15 minutes, may be entertaining and need not carry the sponsor's name more often than the client wishes. These programs are labeled, however, "An Advertising Feature" on the title. The star of the show may appear as the salesman for any product he cares to hawk. He may not, however, appear on the air within half an hour either way of his appearance in a program.

In Britain, program buying is done in much the same way U.S. agencies buy space. All programs on British tv are set up and handled by booking organizations. These people act as agents for both talent and the tv stations. It is only after the format of a show has been established and it is given air time by a tv station that the agency can buy time on the show. Just as we buy space in an established publication for its editorial content, audience, etc., so British agencies buy tv programs.

Personal Sovereignty • After more than three years, in London at least, the novelty of commercials on television has worn thin. The British, however, have an extremely high regard for personal sovereignty and have been quite careful not to offend the viewer. Because of the multiple spotting situation, they have made extra efforts to woo the viewer. Not infrequent are letters to the press saying they like the commercials better than the programs.

Edward Reich went to London in January 1956 and for 18 months was the television creative director of Erwin Wasey, Ruthrauff & Ryan's London office. His mission was to help train writers and artists in tv techniques that had proven themselves in U.S. television. He was born in Los Angeles 1925, graduated Indiana U. He served in programming at WBKB (TV) Chicago and KMTV (TV) Omaha before service with Army public information during Korea. He acquired film experience with Kling Studios, Chicago, and with North American Aviation, Los Angeles, before he joined EWR&R in 1955.

Let's take a look at multiple spotting. Or let's take several looks. In Britain, commercials appear before and after programs and at natural breaks within them. Six minutes in the hour is the total commercial time available. Commercial lengths can be bought as short as 5-second "mentions." Seven-second "flashes" are grouped in items such as "Shop Window," "Supermarket," or "Market Place," and flanked by 15-second, 30-, 45-, 60-second or longer spots. The advertiser has no control over the length of announcements with which his will appear or the position in the line-up.

A typical commercial break would include a 15-second spot, two thirties, five 7-second jobs, another 15, a station ID, time signal and another 7-second. Then back to—what was the name of that program? And because frequency is an inverse function of spot length, few commercials are one-minute in length. The tendency is for commercials, most of them, to lean toward poster technique, rather than to use television as the persuasive, demonstrating medium it is. It's like seeing a row of billboards; and the British, who have been conditioned by years of cinema advertising, raise no objections.

They Go Whole Hog • Some clients, by dint of large advertising appropriations, have managed to buy time in such a way as to dominate the series of commercials in which they appear. Some have gone so far as to buy the entire maximum three minutes in any one break in an effort to shut out competition for the viewers' attention. There is some evidence, mostly statistical, that these practices are beneficial. On the other hand, most British advertisers will agree that they have benefited merely by going on television.

Interestingly enough, when I asked Englishmen who'd recently visited the U.S. what they thought about television, the most heard comments were in effect a resentment of the many intrusions by commercials into the program material and a bewilderment as to why we didn't "stop" the show less often and show more commercials at a time.

That may be a jolly good question.

THE QUALITY TOUCH

Many unseen forces guide the fingers of the artist as he captures on canvas that which stamps him "great".

A basic talent, of course. But there is the experience of years . . . the desire of the heart . . . the dedication of the mind – these are the elements which produce that "quality touch"

You'll find them, too, in that which sets great radio and television stations apart from the rest.

WFAA

radio & television

dallas

Broadcast services of The Dallas Morning News ■ Edward Petry & Company, National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

February 23, 1959
Vol. 56 No. 8

FEATURES BEGINNING TO WEAR OUT?

Exclusive survey shows tv plays movies as though supply unlimited

Week after week, television stations are pouring feature films into U.S. homes at the heady rate of approximately 4,500 every seven days.

Despite the dim outlook for "new" features in quantities comparable to past libraries, the current supply is being used at a pace which, by the stations' own standards, is close to all the traffic will bear.

These findings are based on a station survey, conducted by BROADCASTING, which brought returns from 192 or almost two-fifths of all U.S. commercial television stations. While the study made clear the market-by-market nature of the problem, the averages it produced show the importance that feature films hold in today's tv programming structure, the speed with which they are being used and the point at which the stations think they become "used up."

Basic Averages • On questions of basic usage, the 192 stations replying to the questionnaire averaged out thus:

• The average station shows 9.25 feature films a week.

• It shows each feature an average of 3.04 times, allowing an average of 7.6 months between plays of the same title.

• The most that any film has been shown—usually it's not one but several, and in some cases it's all the station has under contract—is 4.14 times per station, or about once more than the station ordinarily plays a feature.

• The average station thinks the average feature loses its effectiveness as an audience-getter, in that market, after 3.4 plays.

Reliance on features varies widely from station to station—from none in two or three cases and one a week in six instances to as high as 35 a week in two cases. The supply of features under contract similarly covers a broad range, not always in direct ratio to weekly usage. Feature films under contract range up to more than 3,000 on a station, from a low of one package containing a handful.

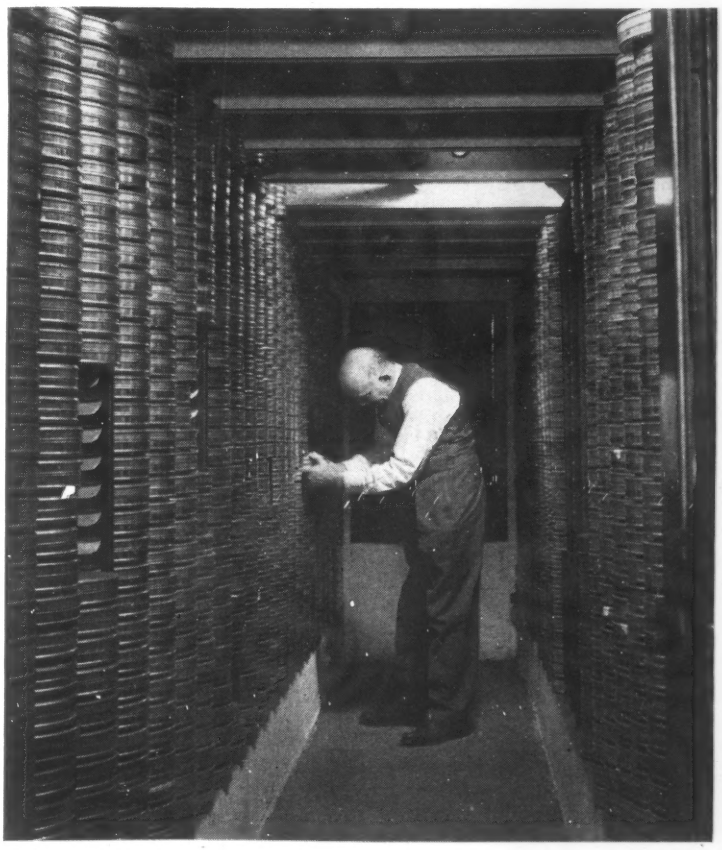
Fact of Life • The survey made particularly clear one hard fact of economic life: stations that need to get the most mileage out of features are generally the ones least able to do so. In markets having a limited choice of stations the audience isn't fractionalized the way it is in multiple-station markets. Consequently, although these small-market stations often cannot afford the film outlays of bigger stations, they find themselves much more limited in repeating programs.

Among all the stations answering the questionnaire, a strong majority—almost 70%—said they play the same feature only two or three times. Against the national average of 3.04 plays per title, the times-played figures come out as follows (in terms of percentage of total respondents):

One play: 4.4% of stations;
Two plays: 36.2%;
Three plays: 33.5%;
Four plays: 16.0%;
Five plays: 4.4%;
More than five plays: 5.5%.

In virtually all cases the number of plays reported in the foregoing table is also an indicator of market size, for

HEAVY DRAIN ON THE VAULTS



Tv now shows 4,500 movies every week

Two durables: "King Kong" has been played as many as four times with steady ratings . . .

as the number of stations in a market increases, so does the number of plays given the average feature.

Reruns vs. Market Size • Stations which reported that ordinarily they play each feature only once, for instance, were located in markets having an average of only a little more than one tv station each (1.33). Those reporting two or three plays per title were in markets which average 2.44 stations each. Those who said they play the same feature four times were located in markets having an average of four stations, while stations reporting five or more plays per feature were located in markets averaging 4.66 stations each.

The plight of the broadcaster in one and two-station markets was pointed up by one of them who said he thought he could replay a feature once and still get effective audience—but "we still receive complaints from the viewers," he added.

Many stations have contracts limiting replays and these limits may reflect management's opinion—whether based on experience or otherwise—of how many times its market will look at the same show or package. Whether this factor is pertinent or not, the rate of play, overall, was found to coincide closely with the stations' views on what would constitute saturation in their respective markets.

Exemptions Both Ways • Among the stations individually there were many exceptions to this rule, and in both directions. This difference between the "actual" and the "ideal" was evident in terms of maximum plays given any one or more shows, as distinguished from the number the average film gets. For instance, one station in a large market said it had run "Count of Monte Cristo" 20 times (over a six-year period) but considered 10 times the maximum for the average feature to retain audience effectiveness. In the same market another station had played an unspecified film 20 times over a five-year span, or an average of four times a year, but considered four times in two years, or twice a year, to be enough on the average.

In another large market a station had played a group of 26 films 10 times each within a two-year period. Its thinking was that "six or seven" times represented as much mileage as is available in the average film in that market.

On the other hand a number of stations had not yet received nearly so much mileage out of any film as they thought they could. This was pointed up by a major market station which said it usually played the same feature three times, had gone as high as five times in some cases—but thought it could get 10 runs out of the average feature in that market.

Repeat Patterns • The manner of scheduling repeats followed the same general lines at most stations. The usual scheme was to schedule the same titles six or eight months apart, but on different days and at different times. Relatively few scheduled the same show at the same day and hours the second time around, and where there were multiple repeats the majority picked different days and times for each showing.

The stations were asked to give the ratings attained by each run, if ratings were available, but few had or reported ratings figures. Although the returns were inconclusive, there were some to indicate that even after as many as four and five plays a picture was still holding its own in audience.

One station reported it had played RKO's "Mystery in Mexico" five times in 17 months, with spacings from three to six months, and that the three ARB ratings available showed it gained each of the three times. It was slotted first on a Saturday afternoon and drew a 3.9 ARB; three months later it played a Monday night and got a 5.9. No ARB measurements were available for the next two plays but in its fifth round, a Friday midnight, it picked up a 6.7.

Another station said four successive

. . . "African Queen" (Hepburn-Bogart) topped its first rating on second run in one market

"My Gawd, she's TALL!"

YESSIR, she IS tall-l-l — the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—will soon be covering 96% more of North Dakota-Minnesota's best countryside than before—60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Soon they'll be better and better, and for greater and greater distances!

ARB — December, 1957 SHARE OF AUDIENCE Metropolitan Area	WDAY-TV
9:00 A.M. — 6:00 P.M. Monday - Friday	77.2
6:00 P.M. — 10:00 P.M. Sunday - Saturday	74.1
10:00 P.M. — Midnight Sunday - Saturday	81.1

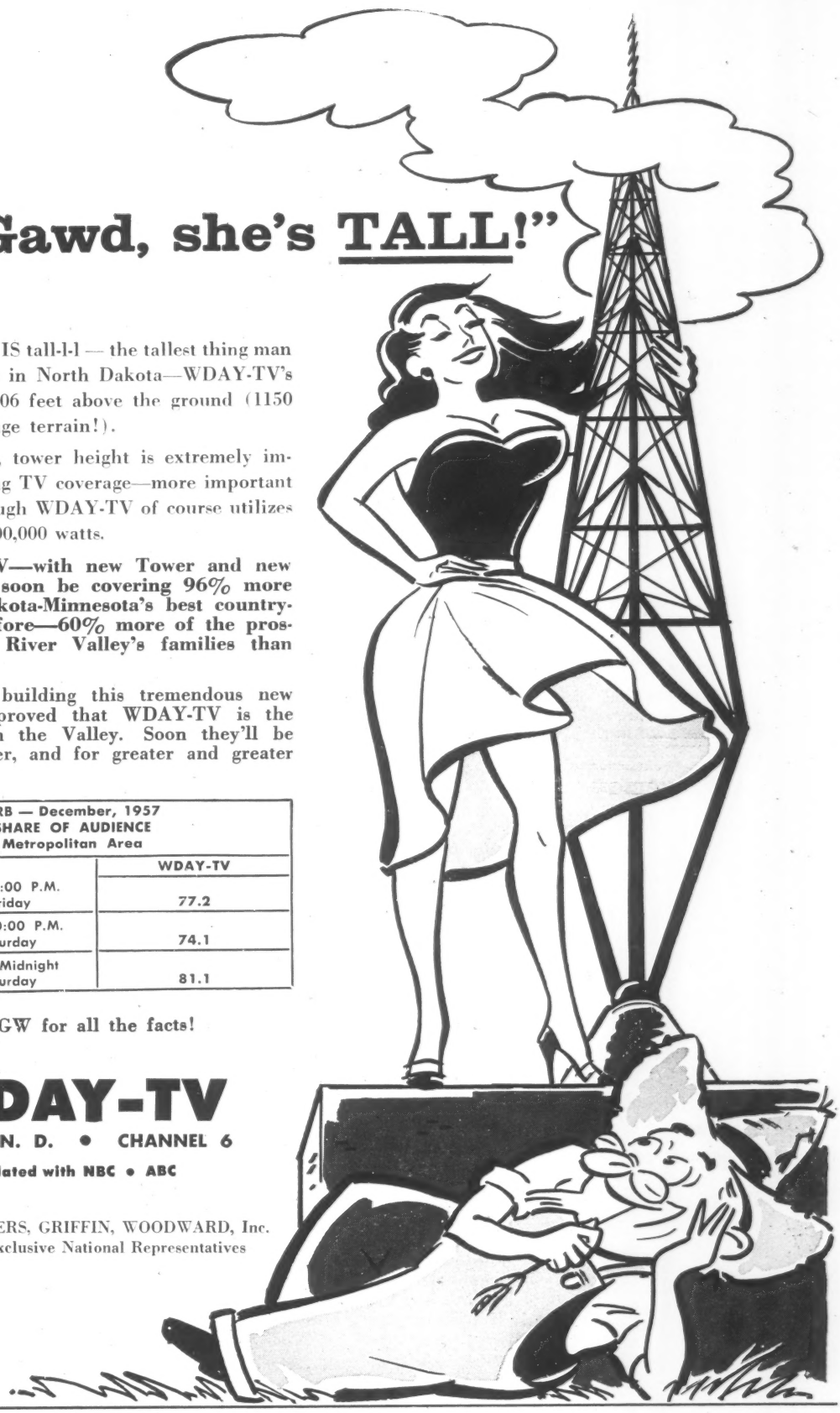
Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives



WILS

5,000
LIVELY WATTS

LANSING

FIRST IN AUDIENCE

... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE

With 20 times the power of any station in Lansing ... WILS produces the *most coverage for your money.*

FIRST IN MICHIGAN'S MONEY MARKET

WILS reaches 210,490 Radio homes in the 17 county central Michigan area ... 1st in Michigan in C.S.I.

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

*C. E. HOOPER

WILS
music news sports

ASSOCIATED WITH

CHANNEL 10
WILX-TV
LANSING • JACKSON • BATTLE CREEK
AND
WPON
PONTIAC

performances of "King Kong," scheduled with four to six months between, drew ratings of 14.5 as a late movie, 12.7 as an early-evening show, 8.7 as a late-afternoon performance and 14.7 in a late-evening slot.

Longevity • Another broadcaster reported he had had two plays of "African Queen"—frequently mentioned as a multiple-run feature—and got a 19.5 the first time around (Thursday, 10:30) and 21.5 the second (seven months later on a Saturday late show) and expected to get better than 15 when he plays it again.

With this sort of background to support him, one broadcaster ventured that the life of a "good" feature can be protracted almost indefinitely in a market by proper scheduling. From a city with three commercial and one educational stations in operation he wrote:

"I would guess that a good feature could still get an audience on the 10th run—if it had been used once to twice a year—during a 10-year license and if rested on the shelf 2½-3 years before the ninth and tenth exposures."

A number of others, without offering ratings material as support, took the position that a Class A feature—or super-Class A special, at any rate—might be used indefinitely if the performances were carefully spaced. Most of these talked in terms of showings approximately once a year or even less frequently.

Shelf Time • By all odds the "rest period" most often mentioned in the survey, whether the respondent thought the life of a feature was two plays or half a dozen or more, was six months. But stations frequently noted that they weren't always able to maintain this frequency, or sometimes deliberately made exceptions. At the other end of the scale some stations tried to keep re-plays at least 12 or 18 months apart and a few stations said they strove for two years between runs.

On questions dealing with features that have been retired or exhausted by the stations (for reasons other than contract limitations) the findings were indecisive. Those who said they had taken some features out of play for reasons of age generally designated films dating to the early or middle 1930's. One station said that as a rule it considered pre-1939 films "exhausted" unless they were "outstanding."

Rules of Thumb • Others offered different guideposts. One program director said some are "ridiculous to play because of age" but noted on the other hand that "some of the very old are acceptable because of case and curiosity factors."

Several cited such factors as "program concepts, feature film content and quality" as being important, along with age, in deciding whether to retire a feature after one, two or more—or even no—plays. One station, maintaining that calibre is the important consideration, reports that complaints are "almost non-existent on re-runs of anything well done except 'theme-a-lized' pictures such as shock and horror." A number felt that after four or five runs a feature will be "dead"—but may be revived after it has sat on the shelf for a few years.

The rate of usage pointed up in these figures underlines an obvious question: how long will the current supply last?

Crystal-Balling • Answers range from the perplexed noncommittal—a position frequently encountered—to the equivalent of "virtually forever."

Syndicators of feature films generally regard the question as one calling for a crystal ball as minimum equipment. Some point out that even if an audience has been saturated by a package, the films could be returned to the market after several years' layoff and find that a new audience had grown up or moved in during the interim.

The question was not in BROADCASTING's questionnaire, but some stations volunteered estimates as to how long their own supplies would last.

One of the most amply-equipped stations in the country, in terms of feature product, figures its supply contains enough "good" pictures to carry it for two to two and a half years longer. That would put this station's backlog exhaustion date about 1961—a year that has sometimes been mentioned by others as the magic date when the well will run dry.

Another station, somewhat less amply endowed with features, thought it could keep going for four or five years. Several thought "three or four years."

Another Moot Question • If the longevity of the present supply is moot, the question of when post-1948 features will be released in volume is equally so. The major motion picture producers have given no sign that they intend soon to release post-48 films in quantity.

There is, of course, some product that has been committed to television but has not yet been offered for sale. Aside from films of independent and foreign producers, these add up to 800 or so—about 185 from 20th Century-Fox (through NTA), and 240 from Columbia and 370 from Universal (through Screen Gems). In addition, Samuel Goldwyn Productions is reported to have about 40 features not yet sold to television.

One deterrent to release of post-1948 films is labor contracts effective that year providing for residual pay to performers if films are sold to tv.

first in philadelphia
...YET KNOWN THROUGHOUT THE NATION
The Liberty Bell . . . symbol of an Independent America . . . first officially rang in Philadelphia in May of 1753. Today Philadelphia proclaims a symbol of Independent Radio—WIBG • RADIO 99, first with Philadelphians.
In the coming weeks, the sound of the Liberty Bell will ring on RADIO 99 . . . reaching more people, more powerfully . . . as it heralds 50,000 watts for WIBG!
HERALDS
50,000 WATTS
WIBG • RADIO 99
WIBG
Storer Radio
WIBG Philadelphia
WWVA Wheeling
WAGA Atlanta
WGBS Miami
WSPD Toledo
WJW Cleveland
WJBK Detroit
RADIO 99

Y&R CUTS ABC-TV DAYTIME

Agency slices half of original 40 hrs. it invested in 'Operation Daybreak'

ABC-TV got the word last week: a cutback in renewal business for its "Operation Daybreak" (CLOSED CIRCUIT, Feb. 16).

While full details could not be determined immediately, the general outline of the situation appeared as follows:

• The network will revamp its program schedule in mid-April. Approximately 20 quarter-hours weekly will be sliced off some 80 quarter-hours being programmed.

• ABC-TV hopes to pick up new business for Operation Daybreak. In any event, the daytime programming operation will continue.

• Young & Rubicam clients—particularly General Foods—led the cutback. About half (a little more than 20 quarter-hours) of the sponsorship now underwritten by Y&R clients has not been renewed.

• General Foods' schedule alone has been reduced from 17 to 4 quarter-hours per week.

• From Y&R's viewpoint, Operation Daybreak's strength has been proved in the afternoon hours; but OD, in the agency's opinion, did not pull its own weight in the morning.

OD's start last October launched ABC-TV into daytime programming on a more competitive footing with CBS-TV and NBC-TV. Y&R, which helped develop OD in the first place, was the key, however, to the current pull-back in the daytime.

For some time, Y&R had talked in terms of taking a new look at the schedule. Y&R clients account for a little over 40 quarter-hours weekly. Just after the first of the year, Peter Levathes, the agency's vice president in charge of radio-tv who personally had been involved in setting the structure of Operation Daybreak, called the shots. Said he in an interview: the agency would watch OD carefully; "it takes longer for things to percolate in the daytime" (BROADCASTING, Jan. 12).

Reason for Y&R's action at this time: renewal time was coming up and it was time for the network to know in advance.

Rating figures over a period of months apparently showed a greater strength of programming in the afternoon hours than in the morning, and, it was said, the audience share in the afternoon has been advancing.

It appeared that all Y&R clients continuing to participate in OD will have about four quarter-hours weekly each including General Foods. Where will the GF money go now? There was no sure answer at Y&R with a hint that a good amount of the money had been "new" when OD was put on the air.

All Y&R renewals are on a 13-week basis. Current business was on a 26-week spread. Bristol-Myers, another Y&R blue chip, has pulled out of OD, apparently the only Y&R client to do so completely. B-M had three quarter-hours a week.

ABC-TV Thursday (Feb. 19) shed little light on future plans. But thinking at the network last week appeared to run along this line:

One-Hour Chop? • The current OD runs 11:30 a.m.-1:30 p.m. and picks up again at 2 p.m. (2-4 p.m. segment was added to ABC-TV's daytime program schedule by OD as was the morning period running past noon). The revamp would cut the early hours to noon-1 p.m. and leave the 2-4 p.m. period intact. *The Peter Lind Hayes Show* probably will go from its hour format to a half-hour and a 30-minute program dropped. There may be changes in the other programs.

The effect of all these changes will be to give ABC-TV fewer quarter-hours to sell to make up the 20-odd quarter-hours per week lost via Y&R. The network's weekly total programming would be back to approximately 60 quarter-hours which initially had been the base on which ABC-TV had blueprinted OD (later the total was increased by advertiser demand, finally reaching the 80 mark.)

OD was constructed under a charter plan that provided for discounts of 50% for advertisers ordering a minimum of four quarter-hours per week for 26 weeks. These four quarter-hours had to be purchased in one day but the advertiser, subject to ABC-TV approval, was permitted to swap 8 of his 12 commercial messages with other Daybreak advertisers to reach a greater number of different homes. Cost per quarter-hour under the charter plan: $6,400; per commercial minute: $2,130 for time and talent.

Pepsi marketing unit

Pepsi-Cola Co., New York, reported last week it has created a new marketing division to encompass advertising and sales as well as other functions. William C. Durkee was named vice president in charge of marketing, as director of the unit.

Herbert Barnett, Pepsi-Cola president, said the move was designed to cope with market expansion and changes anticipated for the company and for the nation as a whole. The new division will include sales, advertising, equipment development, market research, national accounts, syrup sales, promotion, training, product control, field marketing, new products and markets.

It was reported that Pepsi-Cola's advertising expenditures would be increased this year to between $25-30 million. Last year's budget was estimated at almost $25 million.

Early huddles urged

Animation companies are more likely to produce commercials with "maximum effectiveness" if advertising agencies approach them during the planning stages of a campaign, Peter Cooper, vice president and executive producer, Robert Lawrence Production, New

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

There were 126,403,000 people in the U.S. over 12 years of age during the week Jan. 30-Feb. 5. They spent:

2,141.0 million hours	Watching Television
1,052.6 million hours	Listening to Radio
468.6 million hours	Reading Newspapers
204.9 million hours	Reading Magazines
397.5 million hours	Watching Movies on Tv
94.5 million hours	Attending Movies

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly "Activity" report, from which these figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week.

(Copyright 1959 Sindlinger & Co.)

SINDLINGER'S SET COUNT: As of Feb. 1, Sindlinger data shows: (1) 113,686,000 people over 12 years of age have access to tv (89.9% of the people in that age group); (2) 44,272,000 households with tv; (3) 48,879,000 tv sets in use in the U.S.

York, told a meeting of the Radio & Television Executives Society last week.

Mr. Cooper, who addressed an RTES production workshop on animation, claimed that with the agency's full cooperation, an animation company could produce a "good-sell" commercial within the agency's specified budget. He estimated that a full-animation one-minute commercial costs $7-$9,000 and a limited animation commercial about $2,500 (not counting the cost of sound tracks).

TIMEBUYER AID
Silvernail, Griffin offer guideposts

Guideposts for enhancing the prestige of the timebuyer were suggested last week in speeches by Frank Silvernail, broadcast advertising consultant, and Lloyd Griffin, vice president and director of television for Peters, Griffin, Woodward Inc. before the timebuying and selling seminar of the Radio & Television Executives Society in New York Tuesday (Feb. 17).

The discussion centered around the assistance which station representatives can provide to timebuyers. Within this framework, Mr. Silvernail recommended that buyers ascertain various marketing data *even* before the station representative is solicited.

He summarized these marketing requirements as follows: the prospects you want to reach (by sex, income, age group, occupation, education); the location of the prospects (by areas of the country, expansion of distribution in certain areas, special problems to be considered, such as hard water, city sizes, climate); types of product distribution (kinds of stores, direct mail, door-to-door canvassers); copy appeal (short copy and heavy barrage of announcements, endorsements, reason-why demonstrations); length of campaign (year-round, short, seasonal); purpose of campaign (straight consumer selling, offset competition, help obtain distribution).

Reps Know Markets • Once the buyer knows the specific objectives of a campaign and communicates them to the representative, the latter can be of "extreme assistance" because of his knowledge of markets, Mr. Silvernail said. He pointed out that the representative can tell a buyer where to pick up a participation show that has a direct appeal to the exact age-bracket or occupational group the advertiser hopes to reach.

Mr. Silvernail observed that the station representatives can be of "infinite help" in building up "a portfolio of really blue-chip station breaks, participations, local programs over a gradual period" for the advertiser who will not be stampeded into buying a schedule on short notice. He added: "You can probably recall names of a few soap manufacturers, tobacco companies, food processors or watch companies who have spent one, two or even three years in gradually building up, thanks to their watchful agency buyers, a schedule that has their less patient competitors gnashing their teeth with envy."

Rallying around rostrum (l to r): Messrs. Silvernail, Teter, Jones, Griffin

Mr. Griffin endorsed the integration of the media buying function into the planning areas of agencies and advertisers adding: "The representative knows that we need and the agency needs more people in the front line who have a voice in planning as well as the buying of media. Some agencies have, of course, already recognized this but in all too many cases we find the buyer is the forgotten man in today's 'advertising complex'."

The representative firm can help the advertising agency, he said, because of its knowledge of all media, media and marketing research, merchandising and the various phases of broadcast operations.

PGW in Pay Tv? • On other subjects, Mr. Griffin endorsed industry regulation of broadcasting as opposed to government regulation and the free system of television as opposed to the compulsory system (pay tv). In this latter connection, Mr. Griffin revealed that if compulsory pay tv does arrive and thrive, PGW will seek the national sales representation of these organizations. He continued: "Pay tv will carry commercial messages and probably at a higher rate for the top audience programs than we find on rate cards today."

Raymond Jones, coordinator of spot broadcasting media, Young & Rubicam, was session chairman and moderator. Chairman of the RTES seminar is Robert H. Teter, vice president and director of radio for PGW.

Culture 'manipulation' not ad function—Lusk

A counterattack against tv critics who are themselves in advertising was mounted Feb. 13 by Benton & Bowles President Robert E. Lusk in a talk before Adcraft Club of Detroit. He said it has become "fashionable" to claim advertisers, agencies and broadcasters are destroying the cultural standards of Americans. To the contrary, he said, it's presumptuous of anybody in the advertising-communications business to "try and force-feed the public" with cultural programming.

If advertisers programmed "only the kind of show that in our wisdom we thought was 'good for people,'" then, said Mr. Lusk, "we would be guilty of manipulation . . . we would be wasting our clients' money."

The networks and a "handful" of advertisers have gone out of their way to try and interest the public in high level entertainment, Mr. Lusk, who heads one of the nation's largest tv agencies, told his audience in an observance of Advertising Week (Mr. Lusk was AW's national plans chairman).

For the most part, he said, these shows "have either not attracted a large

VIEWED MOST

The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

audience, or the public has turned away." If people find relaxation in watching westerns, they perhaps deserve pity "but don't blame the sponsor or the broadcaster for demoralizing" their culture standards, Mr. Lusk advised.

New Lever Bros. spot has Mrs. FDR

But nowadays you can get margarine like Good Luck, which tastes delicious. I really enjoy it!

On tv and radio, Mrs. Eleanor Roosevelt last week was endorsing Good Luck, a Lever Bros. oleomargarine

Ex-First Lady: 'Good Luck . . . delicious'

product handled through Ogilvy, Benson & Mather, New York, in commercials aired nationwide. It was her first association with broadcast commercials (BROADCASTING, Feb. 16).

The commercials evoked some criticism in the press, but a check with Lever in New York found the advertiser with no plans to either modify or discontinue the commercials. Mrs. Roosevelt, meantime, issued a formal statement.

Mrs. Roosevelt, prominent international figure and former First Lady, said that for some time she had sought a way through radio or tv to get across some important ideas to the people. In this instance, it was "that we should give food from our overabundance to the underfed peoples of the world."

Tv's Reach • And, she noted, "very little can be said in a commercial, but there is time to put one thought across and one reaches far more people than can possibly be reached in any other way." She pointed out that the proceeds would go to charity (much of her income from lecture tours, newspaper and magazine writings are so contributed).

Her agreement to make the commercials—two 30-second and one 1-minute film (see photograph from film)—was negotiated through a talent agent, Thomas L. Stix, partner, Stix & Gude, New York. The filmed commercials were produced by MPO Productions Inc., New York.

In the commercial (the audio makes up the radio version), Mrs. Roosevelt is seated at a breakfast table, a slab of Good Luck on the table. She spreads margarine on toast while speaking.

Mrs. Roosevelt refers to the "starving people of the world." She says she

LATEST RATINGS

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for Jan. 5-11

Rank	Rating
1. Gunsmoke	48.6
2. Wagon Train	44.5
3. Danny Thomas	40.0
4. Rifleman	38.9
5. Maverick	38.8
6. I've Got A Secret	38.6
7. Have Gun, Will Travel	37.8
8. Price Is Right	36.7
9. Red Skelton	36.5
10. Real McCoys	36.3

Rank	No. Viewers (000)
1. Gunsmoke	51,820
2. Wagon Train	51,780
3. Maverick	48,250
4. Perry Como	42,730
5. Danny Thomas	42,420
6. Have Gun, Will Travel	41,390
7. Lassie	40,010
8. Real McCoys	39,510
9. Perry Mason	38,840
10. Rifleman	37,550

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Perry Como (NBC-172): various sponsors. Sat. 8-9 p.m.

Father Knows Best (CBS-145): Lever Bros. (JWT), Mon. 8:30-9 p.m.

Zane Grey Theatre (CBS-150): General Foods, (B&B), Johnson Wax (B&B), Thurs. 9-9:30 p.m.

Gunsmoke (CBS-173): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-148): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

I've Got A Secret (CBS-196): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Lassie (CBS-138): Campbell Soup (BBDO), Sun. 7-7:30 p.m.

Perry Mason (CBS-146): various sponsors, Sat. 7:30-8:30 p.m.

Maverick (ABC-146): Kraft (JWT), Drackett (Y&R), Sun. 7:30-8:30 p.m.

Price Is Right (NBC-167): Toni (T-L), Desoto (BBDO), Thurs. 8-8:30 p.m.

Real McCoys (ABC-123): Sylvania Electric (JWT), Procter & Gamble (Compton), Thurs. 8:30-9 p.m.

Rifleman (ABC-139): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

Red Skelton (CBS-174): Pet Milk (Gardner), S.C. Johnson (FC&B), Tues. 9:30-10 p.m.

Sugarfoot (ABC-127): American Chicle (Bates), Luden's (Mathes), alternating Tues. 7:30-8:30 p.m.

Danny Thomas (CBS-189): General Foods (B&B), Mon. 9-9:30 p.m.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending Jan. 24

TOTAL AUDIENCE†

Rank	No. Homes (000)
1. Wagon Train	20,108
2. Gunsmoke	17,776
3. Danny Thomas	17,556
4. Rifleman	16,632
5. Maverick	15,708
6. Have Gun, Will Travel	15,400
7. Perry Como	15,400
8. Father Knows Best	15,224
9. Perry Mason	15,180
10. Wells Fargo	14,872

Rank	% Homes*
1. Wagon Train	46.6
2. Gunsmoke	41.2
3. Danny Thomas	40.5
4. Rifleman	39.6
5. Maverick	37.8
6. Have Gun, Will Travel	35.7
7. Perry Como	35.6
8. Father Knows Best	35.4
9. Perry Mason	35.3
10. Sugarfoot	35.3

AVERAGE AUDIENCE‡

Rank	No. Homes (000)
1. Gunsmoke	17,028
2. Wagon Train	16,720
3. Danny Thomas	16,544
4. Rifleman	15,576
5. Have Gun, Will Travel	14,960
6. Father Knows Best	14,168
7. Wells Fargo	14,080
8. Wyatt Earp	13,596
9. Price Is Right (8:30 p.m.)	13,596
10. Zane Grey Theatre	13,464

Rank	% Homes*
1. Gunsmoke	39.5
2. Wagon Train	38.7
3. Danny Thomas	38.2
4. Rifleman	37.1
5. Have Gun, Will Travel	34.7
6. Father Knows Best	33.0
7. Wells Fargo	32.6
8. Wyatt Earp	32.2
9. Price Is Right (8:30 p.m.)	31.9
10. Zane Grey Theatre	31.5

† Homes reached by all or any part of the programs, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

Copyright 1959 A. C. Nielsen Co.

Wagon Train (NBC-160): Ford Motors (JWT), R.J. Reynolds (Esty), Nabisco (M-E), Wed. 7:30-8:30 p.m.

Wells Fargo (NBC-164): American Tobacco (SSC&B), alternating with Buick (M-E), Mon. 8:30-9 p.m.

Wyatt Earp (ABC-139): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

wishes "we could share our abundance with them . . . wholesome foods like Good Luck margarine. Years ago, we never dreamed of eating margarine." At the close of her endorsement, a shot of the package is shown. Says the announcer: "The margarine Mrs. Roosevelt has just recommended is new Good Luck, the light margarine that leaves no oily aftertaste."

The commercials were placed in the full network lineup in which Good Luck participates. This includes daytime shows *Haggis Baggis, County Fair* and *Treasure Hunt* on NBC-TV and *I Love Lucy* on CBS-TV, as well as a 23-station lineup in CBS Radio programming. Details of her contract were not disclosed.

A Lever spokesman said last week the company had not discussed plans for additional commercials using endorsements of prominent people in the Mrs. Roosevelt pattern.

No plugs for Andy

Lever Bros. had a lot of nerve when it asked radio stations to give free promotion to its television-advertised Handy Andy detergent. Such was the reaction of Henry B. Clay, general manager of KWKH Shreveport, La.

Mr. Clay wrote Warren Gerz of Lever Bros. that KWKH had cooperated with Lever when its products were advertised on the station. Mr. Gerz had suggested he would appreciate a KWKH on-the-air interview while in Shreveport.

"The criterion for using our facilities to promote a product has not been met," Mr. Clay added, "because none of the Lever Bros. products are being advertised over any of our radio properties and it is our understanding that Handy Andy will be primarily promoted via the use of television. Obviously we would not be treating our existing advertisers with any degree of equality."

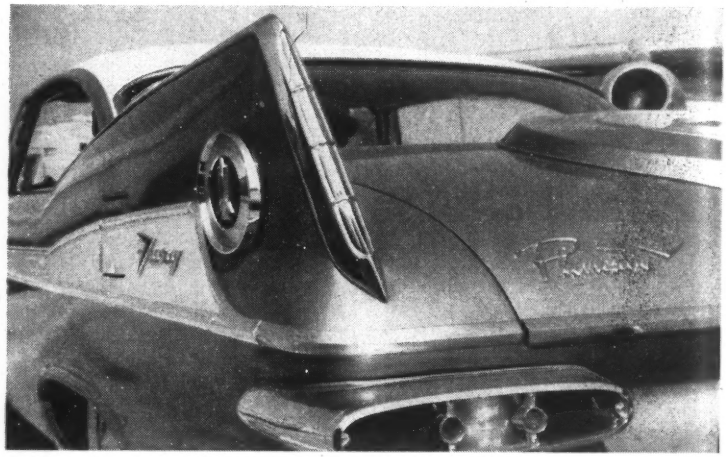
• Business briefly

Time sales

• Gold Medal Candy Corp. (Bonomo's Turkish Taffy), N.Y., has launched a spot tv campaign in 45 markets throughout country that will extend through June. The campaign will use one-minute live and filmed commercials on personality programs appealing to children. Agency: Mogul Lewin Williams & Saylor Inc., N.Y.

• Universal Can Co., N.Y., for its new product Speedshine, will begin a spot tv and radio campaign in Boston, New York and Washington March 1, for an indeterminate period. Commercials will feature new series of jingles produced

you can tell if it has *that MGM-TV touch!*



This spot's got it! Beauty...brilliance...a car commercial with *that MGM-TV touch!*

Client: **Plymouth**
Agency: **Grant Advertising**
Producer: **MGM-TV**

This spot's got it! Scope...sincerity...a cigarette commercial with *that MGM-TV touch!*

Client: **Viceroy**
Agency: **Ted Bates Advertising**
Producer: **MGM-TV**

BILL GIBBS, Director of Commercial and Industrial Films, MGM-TV
Culver City, Calif.

SAN FRANCISCO: PR 5-1613
LOS ANGELES: Bob Fierman – TE 0-3311
NEW YORK: Jack Bower, Phil Frank, JU 2-2000
CHICAGO: Bob McNear, FI 6-8477

MGM-TV
A Service of Loew's Inc.

you can sell if it has *that MGM-TV touch!*

This spot's got it! Mood...atmosphere...a coffee commercial with *that MGM-TV touch!*

Client: **S&W Coffee**
Agency: **Honing-Cooper-Harrington & Miner**
Producer: **MGM-TV**

This spot's got it! Charm . . . conviction . . . a hair-coloring commercial with *that MGM-TV touch!*

Client: **Clairol**
Agency: **Foote, Cone & Belding**
Producer: **MGM-TV**

BILL GIBBS, Director of Commercial and Industrial Films, MGM-TV
Culver City, Calif.

SAN FRANCISCO: PR 5-1613
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CHICAGO: Bob McNear, FI 6-8477

MGM-TV
A Service of Loew's Inc.

for Universal by Gotham Recording Co., N.Y. Agency: Lester Harrison Adv., N. Y.

• ABC Radio reported last week it has signed contracts for new and renewal business amounting to $1.5 million gross covering various programs. New business came from Fred Fear & Co. (Easter egg dyes), Brooklyn, through Ted Bernstein Assoc., N.Y.; Syn-Tex Chemical Co. through Anderson & Cairns, N.Y.; Davidian Seventh Day Adventists, placed direct; Mr. Softee Inc. through Gresh & Kramer, Phila.

• Alexander's Department Stores, N.Y., has contracted for 85 spots divided among WABC-TV, WRCA-TV, WNEW-TV, WPIX (TV) and WOR-TV, all in New York. Scheduled this week effective yesterday (Feb. 22), the campaign is for the opening of a new store. Alexander's plans a more permanent spot schedule with the same stations beginning sometime in March. Agency: William Warren, Jackson & Delaney, N.Y.

• Max Factor & Co. is planning a summer radio and magazine campaign for Crew Cut hair dressing. Carson/Roberts, L.A., is the agency for Factor men's toiletries. The campaign is scheduled to start in June.

• Lever Bros. Co., N.Y., has signed to sponsor *The Blue Men*, a half-hour tv film series about New York City police detectives, over CBS-TV (Sat., 9-9:30 p.m.), starting June 6. Agency: Ogilvy, Benson & Mather, N.Y.

• A 52-week spot tv campaign on behalf of the Broadway production, "The Music Man," is scheduled to begin today (Feb. 23) on WRCA-TV New York. A WRCA-TV spokesman said this marks the first time that a legitimate theatre offering will be advertised on tv on a 52-week basis. The contract placed through Clifford Strohl Adv., N.Y., calls for a 52-week schedule of 10- and 20-second announcements.

• P. Lorillard Co. (Old Gold straight cigarettes), N. Y. reported to be launching eight-week spot tv campaign in undetermined number of markets. Agency, Lennen & Newell, N. Y.

• Borden Co. (Starlac) N. Y., understood to be preparing spot tv campaign for eight weeks, effective March 1, starting in east and moving to major markets. Agency, Dancer-Fitzgerald-Sample, N. Y.

Agency Appointments

• Stewart Mfg. Co., L.A., has appointed Brewer, Mulcahy & Fischer, that city, to handle advertising of Bunny

eye opener!

for TOTAL COVERAGE*

of the fabulous Charlotte Market the latest

N.S.I.

(NOVEMBER-DECEMBER '58)

again PROVES

WIST

THE best buy by far!

For a revealing comparison of WIST's total audience with that of any other Charlotte station, check the November-December N.S.I., or call your nearest P-G-W Colonel.

*and . . . according to Nielsen . . . WIST is also clearly the MOST POPULAR STATION in the Charlotte Metropolitan Area.

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

WIST

best radio buy in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION

New York checkout • Jack Zimmer (c), radio-tv director, Wesley Assoc., checks storyboard against runoff of taped commercials. Flanking are Robert Muth (l), assistant tv sales manager, Peters, Griffin, Woodward, and Emanuel Roberts, Woolfoam's president.

Tape helps KRON-TV get Woolfoam account

By planning and executing a schedule and producing locally a series of tv commercials in less than 10 days via videotape, KRON-TV San Francisco was able to obtain the business of an advertiser through its New York sales representative (Peters, Griffin, Woodward) that had been slated for only newspapers.

The campaign by Woolfoam (washing product for woolens), New York, was handled by its agency, Wesley Assoc., New York. Storyboard and copy were prepared in New York, sent to the station for taping and the tapes then air expressed back to New York for agency screening. A phone call then started the campaign rolling on KRON-TV.

The saturation campaign, Woolfoam's first use of the broadcast media, started Feb. 10 and was to run six weeks. Local personalities were used in the taping.

Hop, a juvenile toy. Tv and direct mail will be used, starting immediately with participations in the *Eleanor Hempel Show* on KTTV (TV) Los Angeles, Saturdays, noon-1 p.m.

• Swissair North America (airline), N.Y., appoints Campbell-Ewald Co. there, for U.S. and Canada.

• CDA Dominican Airlines appoints Peter Finney & Co., Miami, Fla.

• Virginia's Board of Conservation & Economic Development names Houck & Co., Roanoke, Va., advertising agency, for its tourist and industrial promotion. Annual budget: $450,000.

• American Stores Co., Phila., appoints Gray & Rogers, that city, to handle its radio-tv advertising throughout southeastern Pennsylvania, New Jersey and part of Delaware.

• Bissell Carpet Sweeper Co., Grand Rapids, Mich., appoints Clinton E. Frank, Chicago, to handle estimated $1.5 million account recently resigned by Leo Burnett Co., same city, effective July 1.

• Also in advertising

• B.T. Babbitt (cleansers), N.Y., announced last Monday (Feb. 16) a common stock dividend of 10 cents a share payable April 1 to stockholders of record March 17. Usual dividend on Series A and B preferred stock will be paid as of same dates. Marshall S. Lachner, president, called 1958 profitable, reversing loss trend of 1956-57. Increased sales were attributed to added items, including those of recently acquired Charles Antell.

• James Thomas Chirurg Co., N.Y., formerly at 1612 Chanin Bldg., moved to new offices at 60 E. 56th St., N.Y. 22. Telephone: Plaza 2-1771.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Feb. 12-18 as rated by the multi-City Arbitron instant ratings of American Research Bureau.

DATE	PROGRAM and TIME	NETWORK	RATING
Thurs., Feb. 12	I Love Lucy (7:30 p.m.)	CBS-TV	20.0
Fri., Feb. 13	77 Sunset Strip (9:30 p.m.)	ABC-TV	23.2
Sat., Feb. 14	Gunsmoke (10 p.m.)	CBS-TV	29.5
Sun., Feb. 15	Maverick (7:30 p.m.)	ABC-TV	25.7
Mon., Feb. 16	Desilu Playhouse (10 p.m.)	CBS-TV	26.7
Tues., Feb. 17	Rifleman (9 p.m.)	ABC-TV	27.1
Wed., Feb. 18	Wagon Train (7:30 p.m.)	NBC-TV	28.2

Copyright 1959 American Research Bureau

COVERAGE

With WIL in St. Louis the "coverage" of news is as important as the event! St. Louis knows it. The dials are set for it. Every major news service, five mobile news units, aerial traffic control, a mobile River Cruiser and over three hundred weather-alert reporters give St. Louis coverage with a capital WIL. No wonder . . . it's the number one sound in town!

WIL

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

WIL St. Louis
KBOX Dallas
WRIT Milwaukee

In tempo with the times

THE BALABAN STATIONS

John F. Box, Jr., Managing Director
Sold Nationally by Robert E. Eastman

WHO SETS TV's TONE? THE PEOPLE

Fund for Republic finds sentiment building for tv censorship

"Like the audience for any other art form, the television audience ultimately gets the content—and the censorship—that it asks for and makes possible."

This is the way Charles Winick, social scientist, rests his case with the "audience" or the public in the last sentence of a new tv report for the Fund for the Republic.

The report was released Thursday (Feb. 19) by the fund as one of a series of "occasional papers" in a continuing study of the mass media.

Ostensibly Dr. Winick was to explore "taste and censorship" in television. In reality, the report takes in tv from camera angle to agency executive desk, from the broadcaster and political libel policy to pressure groups and taboos in tv.

More Checks on Tv • In the main, Dr. Winick (director of the Massachusetts Institute of Technology's leisure time project plus a number of other consultancy posts) finds sentiment building up for more censorship in television.

Among the reasons cited are these four: Advocacy of some forms of censorship by "respected intellectuals," a 50% increase in juvenile delinquency in the post-war years, propaganda use by Russia of the content of U.S. media, and "watchdog" functions of influential national and local organizations, some of which effectively scrutinize the medium.

Dr. Winick finds the growing trend toward "organized social control over media" as possibly presaging a "reinterpretation of the historical American attitudes toward censorship."

In Summary • His findings, conclusions and distillations fill 40 printed pages (each about the size of this page). In brief, here are some of the highlights:

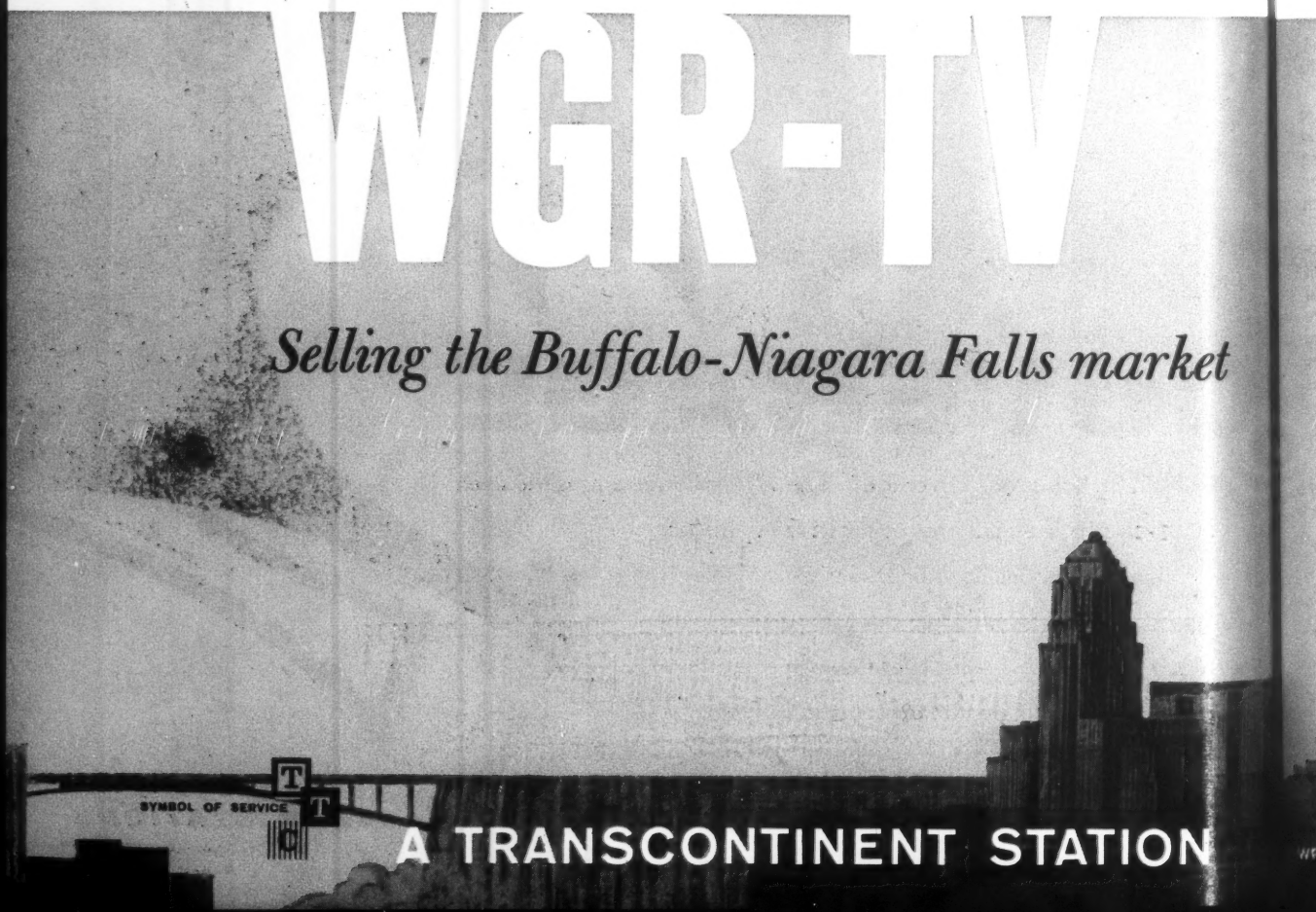
On government regulation, he predicts that "since the court has already ruled that a local movie censorship regulation is valid when it is concerned with restricting attendance of children at movies, it is possible that some kind of FCC censorship of television might be approved."

On self-regulation, "All of the code violations called to the attention of member [NAB Tv Code] stations in 1958 concerned advertising."

The report looked at tv's controversial content studied from the viewpoints of violence, spoofs of serious matter, antisocial expression, politics and government, religion, special interests, liquor, animals, crudity, legal, national defense and ethnic and racial topics.

Violence was treated for the most part in its relationship to children—"Tv for children must find a balance between some shared and some conflicting needs of sponsors, broadcasters and children. . . . Sheer volume of complaints . . . suggests that this balance has not yet been approached."

More Sex in Tabloids • Of Sex ". . . Alterations and deletions in scripts



because of some kind of sexual content are probably more numerous than any other kind." But, "some tabloid newspapers daily carry more news of sex than the typical television station," and its an area of program content where the audience wish and broadcaster performance strike a close balance.

In the political sphere, Dr. Winick says flatly that tv has been "uninterested in providing continuing and significant coverage of the political scene." He discusses Sec. 315 of the Communications Act and reports a "suggestion" that the mass media are becoming "less emancipated" in the presentation of political subjects but "more emancipated" in presentation of sex themes.

He cites presssures from a wide variety of special interest groups, says the problem for broadcasters is to keep them from "imposing their will unduly on program content."

Power of the Drys • Of the drys, he says they "obviously exercise considerable power over television content." In the treatment of the Negro, Dr. Winick feels that if tv and motion pictures had been more effective in presenting his role in the daily life of the country, they would have helped "create an atmosphere hospitable for integration" and less need for complicated explanations by officials to other countries about what happened at Little Rock. He notes that there's been not one major dramatic show during prime time dealing with the central issue of desegregation.

Dr. Winick devotes considerable attention to music and film on tv. He describes how lyrics are changed precisely for radio and tv presentation and notes "screening films for possible television use has been a major occupation." He goes into commercial inserts during telecasting of feature films calling many movies on tv "heavily laundered and studded with breaks for commercials." He says the public could liberate the situation by making its feelings known to tv officials.

Another major section of the report is on the impact of advertising content. For the most part this is a digest of numerous governmental reports and articles published.

Generally, Dr. Winick points to proprietary drug advertisers who pose greatest problems to the broadcaster because of conflict with good taste and the making of extravagant claims. He finds objectional advertising more likely to be found on non-subscribers to the tv code. He delves into commercials incongruous with program content. He warns that people get in tv advertising (as they do in programming) what they indicate they will accept.

Warning on big brother ads • In a section on subliminal advertising, Dr. Winick leaves his reader with a warning that a non-code subscriber might put on a subliminal ad presenting a

Court access won

Not only a tv first but a California judicial first as well were put into the record books last Monday (Feb. 16) when KTLA (TV) Los Angeles was permitted to take its film cameras inside the Ventura, Calif., courtroom to cover the opening of the trial of Elizabeth Duncan, accused of murdering her daughter-in-law. Clete Roberts, KTLA newsman, met earlier with Superior Judge Charles E. Blackstock and received permission to have sound-on-film cameras in the courtroom when the trial began. Two camera crews, accompanied by KTLA Commentator Bill Kenneally, went to Ventura Monday and set up their gear. However, a late ruling of the presiding judge barred recording the sound portion. The silent films were shown on KTLA the same evening

REPEAT ORDERS in the nation's 14th market, as anywhere else, are the best evidence of television's selling ability. WGR-TV, NBC in Buffalo, is proud that 25 national and 21 local advertisers, who have used the station continuously since it started in 1954, have renewed for 52 weeks of 1959.

These, and newer advertisers, will get even better sales results in 1959, as WGR-TV continues to provide better service for more viewers in the mighty and prosperous market known as the Niagara Frontier.

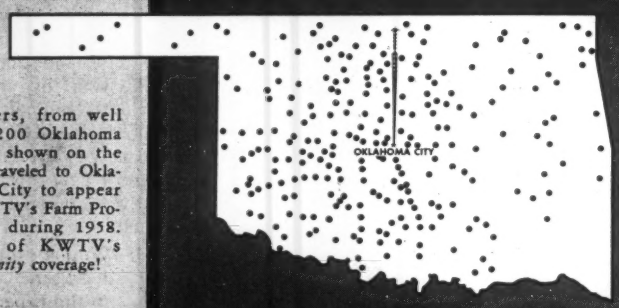
Two recent developments that emphasize WGR-TV's continuing leadership in Buffalo are the installation of the first videotape equipment in the area and the purchase of a new tower—300 feet taller—to further extend its coverage in Western New York.

For best results from America's most powerful selling medium, be sure to call Peters, Griffin, Woodward about availabilities in Buffalo.

NBC • CHANNEL 2 • BUFFALO

WROC-TV, Rochester, N.Y. • WSVA, WSVA-TV, Harrisonburg, Va. • WGR, WGR-TV, Buffalo • WNEP-TV, Scranton-Wilkes-Barre

This is the KWTV Community!



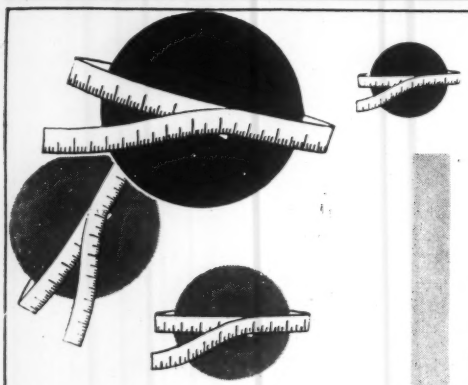
Viewers, from well over 200 Oklahoma towns shown on the map, traveled to Oklahoma City to appear on KWTV's Farm Programs during 1958. Proof of KWTV's *community* coverage!

Community Coverage makes KWTV OKLAHOMA CITY Oklahoma's No. 1 Television Station

The TOWER with SALESpower in Oklahoma!

CBS

See your PETRYman



SPOTS

TAILOR MADE FOR NATIONAL TELEVISION ADVERTISERS!

CKLW-TV is the one Detroit Area television station "ready made" for the national Spot Advertiser who cannot be troubled by network clearances and who needs prime time for his message. This, coupled with *more* impressions, *more* total homes, *more* rating points for the advertiser's dollar makes channel 9 the most efficient and economical buy in the nation's fifth market.

CKLW-TV CHANNEL 9 325,000 WATTS

GUARDIAN BLDG. DETROIT 26, MICH.
J. E. Campeau, President
Young Television Corp., National Rep.

challenge to code members. The latter stations would be under pressure, he cautions, to introduce subliminal ads to meet the competition—"This presents a number of highly unpleasant possibilities for the future."

Dr. Winick reasons that advertisers will exercise as much control over program content as a network or station will permit, though multi-sponsorship makes it harder for the sponsor to do so. One area he explores: The instances of advertiser censorship which are never revealed to the public.

Dr. Winick: you get what you'll accept

His report concludes with a treatment of problems for the writer, the broadcaster (network and station) and the audience.

Urges letter writing • The message for the tv audience: viewers should make their thoughts known by writing letters. Or, so goes the implication, they will have little or nothing to do with types of programming or content.

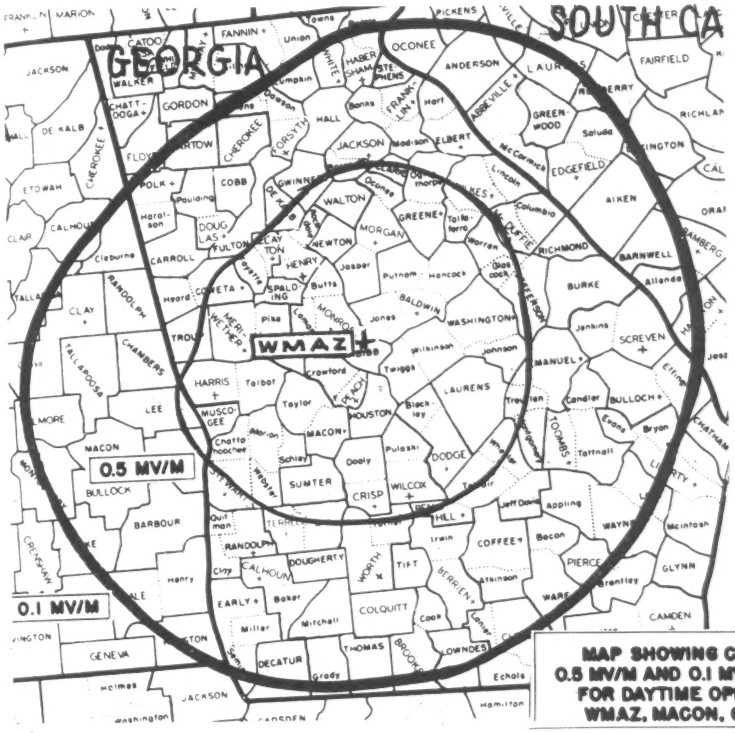
And, while tv regularly presents proportionately more high-level content than any other mass media, the local tv station has the opportunity more than anyone else in the business to employ new approaches, new themes and use the station as an "experimental laboratory."

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WSOC-AM-FM-TV Charlotte, N.C.: Application filed with FCC for sale to Miami Valley Broadcasting Co. (WHIO-AM-FM-TV Dayton, Ohio) by E. E. Jones, Hunter Marshall, R. S. Morris and others for $5.6 million (AT DEADLINE, Jan. 26). The purchase is to be financed by $3 million in bank loans, $1 million in stock sales and a possible $1.7 million loan from Miami Valley. The WSOC stations total net

Sherman Did It! So Can You-



MAP SHOWING COMPUTED 0.5 MV/M AND 0.1 MV/M CONTOURS FOR DAYTIME OPERATION OF WMAZ, MACON, GEORGIA

TAKE GEORGIA
The Easy Way
WITH THE
BIG 50

NOW 50,000 WATTS* REACHING

366,600* Homes—1,406,000* Customers with

$1,785,478,000*

TO SPEND ON YOUR PRODUCTS

Power, programs, prestige and personalities all selling for you. Now, WMAZ, always a good buy, offers you more than ever.

"More Than 340,000 Radio Homes"

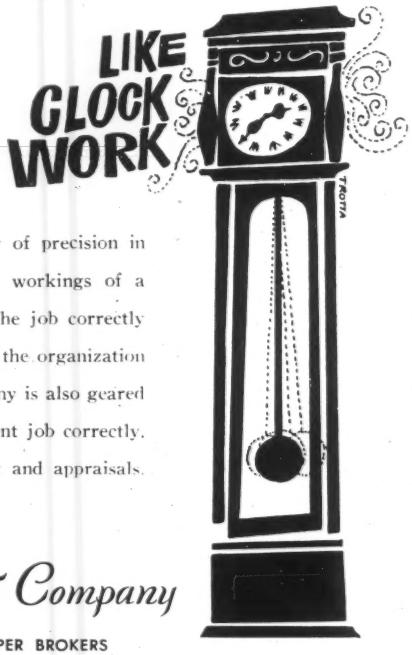
THE BIG 50

CBS WMAZ 940
50,000 WATTS*
MACON, GEORGIA

Represented by Avery-Knodel, Inc.

*Source—SRDS, Feb., 1959 (within the 0.5 MV/M circle.)

★10,000 DA-N



There's a high quality of precision in a timepiece. The workings of a clock are geared to do the job correctly and efficiently. And the organization of Blackburn and Company is also geared to do the most efficient job correctly, in negotiations, financing and appraisals.

Blackburn & Company

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Avenue Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Healey Building Atlanta, Georgia JAckson 5-1576	Colin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

Attention

NAB GOLFERS

BROADCASTING's annual NAB golf tournament will be held, rain, snow or shine, March 15, Sunday, at the 27 hole Midwest Country Club (above), Hinsdale, Ill. To qualify for a prize contestant must play 9 holes. Tee-off time 10 a.m. Golf clubs available for rent. Sign up today.

MAIL THIS RESERVATION TODAY, TO:

BROADCASTING, 1735 DeSales St., N. W., Wash., D. C.

Name .....

Address .....

Firm .....

I will want a ride to the club ☐

March 15 ***Tee-off time: 10 a.m.***

worth, as of Dec. 31, including an earned surplus of $168,428, was $1.9 million.

WHIO-AM-FM-TV are James M. Cox Stations, which also include WSB-AM-FM-TV Atlanta, Ga., and 42.5% of WCKT (TV) Miami, Fla. Newspapers in the Cox group are: *Atlanta Journal* and *Constitution, Miami Daily News, Dayton News and Journal Herald* and *Springfield* (Ohio) *News and Sun.*

WSOC-TV is on ch. 9 and is affiliated primarily with NBC-TV. WSOC is on 1240 kc with 250 w and is affiliated with NBC. WSOC-FM is on 103.5 mc with 35 kw.

• WPEO Peoria, Ill.: Sold to William B. Dolph and Herbert L. Pettey by Dandy Broadcasting Corp. for $325,000. Messrs. Dolph and Pettey have also purchased KUDE Oceanside, Calif. (see below). Mr. Dolph owns 15% of KJBS San Francisco and is president and 29% owner of WMT-TV Cedar Rapids, Iowa. Mrs. Pettey owns 25% of KJBS. The sale was handled by Blackburn & Co. WPEO is on 1020 kc with 1 kw, day.

• KUDE Oceanside, Calif.: Sold to Herbert Pettey and William Dolph by multiple owners Walter Nelskog and Darrell Anderson for $195,000. Messrs. Dolph and Pettey have also purchased WPEO Peoria (for buyers' interests, see above). The sale was handled by Allen Kander & Co. KUDE is on 1320 kc with 500 w.

• KLOG Kelso, Wash.: Sold to James D. Higson, program director KHJ Los Angeles, who will remain in that position, by KLOG Inc. (Mrs. J. J. Flanigan, whose husband, president of the station, died two months ago) for $60,000. The sale was handled by Wilt Gunzendorfer and Assoc. KLOG is on 1490 kc. with 250 w.

• WABM Houlton, Me.: Sold to Glenn Hilmer and Clifford G. Kemberling, owners of WCME Brunswick, Me., by multiple owners Horace Hildreth, Henry Oliver Rea and associates for $49,000 cash. The sale was handled by Haskell Bloomberg. WABM is 1340 kc with 250 w and is affiliated with NBC and ABC.

• KBMI Henderson, Nev.: Sold to Maxwell E. Richmond by multiple owners Frank Oxarart, Albert Zugsmith, John D. Feldman and Arthur E. Hogan for $32,000 cash. Mr. Richmond, Philadelphia advertising executive, owns WPGC-AM-FM Morning Side, Md., and 85% of WMEX Boston, Mass. KBMI is on 1400 kc with 250 w.

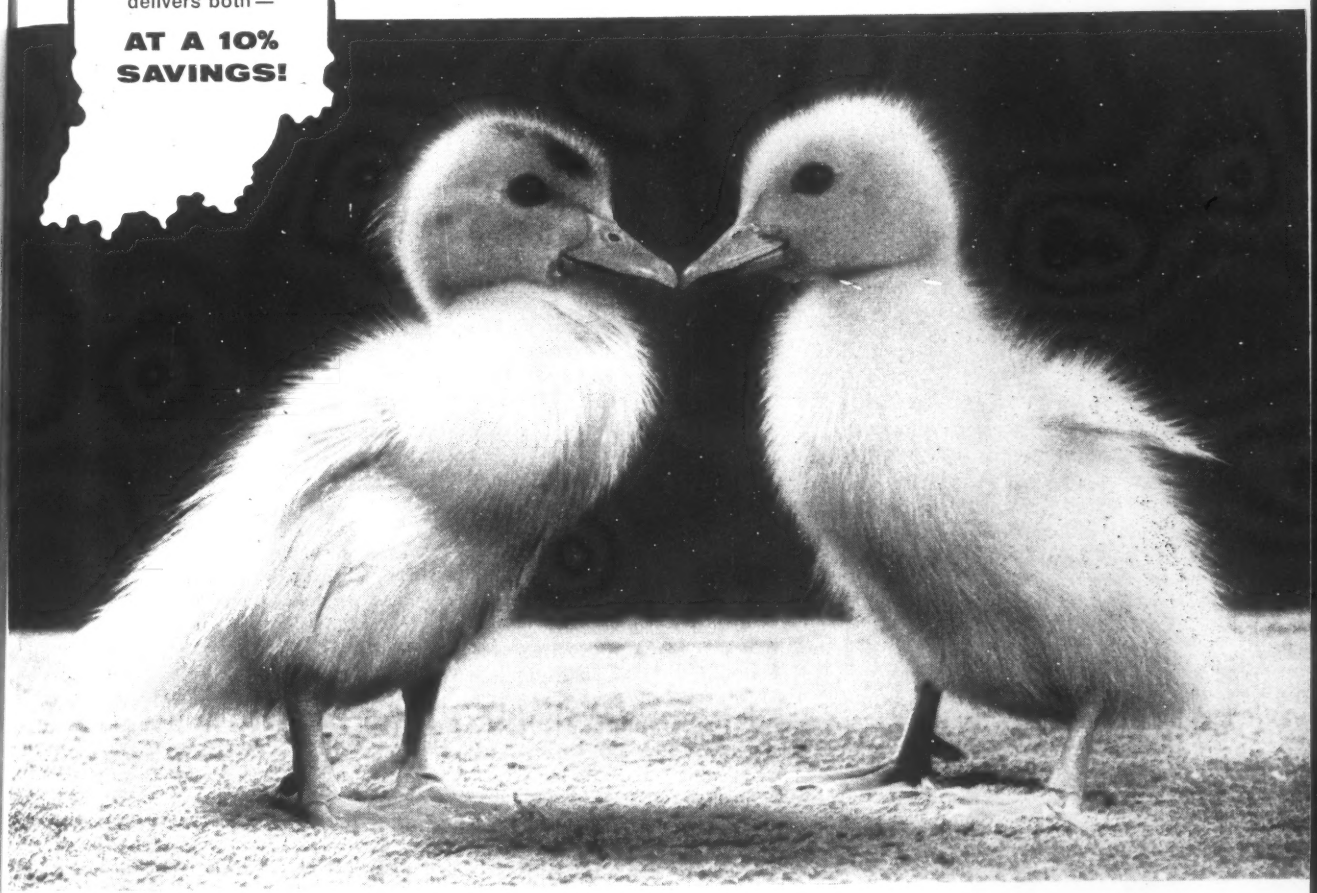
APPROVED • *The following transfers of station interests were approved by*

To sell Indiana, you need both the 2nd and 3rd ranking markets.

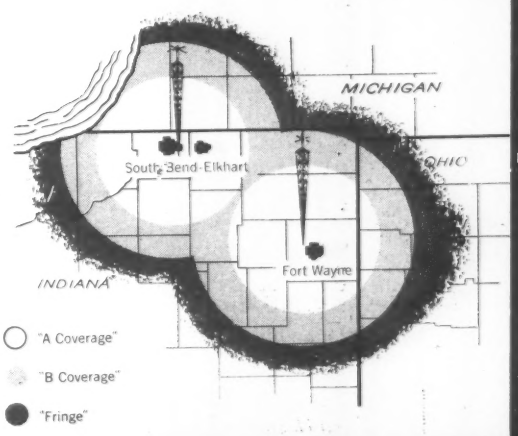
NOW ONE BUY delivers both—

AT A 10% SAVINGS!

YOU NEED TWIN BILLING in Indiana!



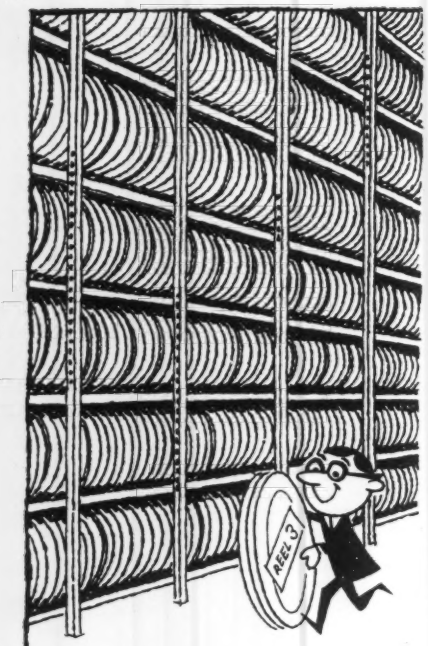
Now, a new, two-station TV buy blankets *both* the South Bend-Elkhart and Fort Wayne markets, plus healthy chunks of Southern Michigan and Western Ohio. Over 1.6 million population—$2.8 billion Effective Buying Income. Alert buyers are covering these rich markets in combination—and saving 10%! They're buying them right along with Indianapolis—thus covering all the best of Indiana from within—with just two buys!



see your **H-R** man soon!

wsjv 28 SOUTH BEND ELKHART

wkjg 33 FORT WAYNE



up to our rafters in movies!

Looking for top film packages for the Oregon market? KPTV has them! 2,426 features in all—running in peak-rated evening periods. Just another reason why KPTV is your *best buy* station in Portland. Call your Katz man today!

Check over this list:

Paramount
RKO
Dream Package
Critics Award Package (#1 & 2)
21 Package
Princess
Enterprise
Fox 52
Galaxy 20
Anniversary
United Artist
Selznick Features
Shock
Son of Shock
RKO Showcase
Triple Crown
Warner Bros. (#7 through 13)
Columbia Misc.

KPTV
Portland, Oregon
channel 12
Oregon's FIRST Television Station
Represented by the
Katz Agency, Inc.

the FCC last week (also see FOR THE RECORD, *page 94):*

• WORL Boston, Mass.: Sold to WORL Broadcasting Corp. (Paul F. Harron, president, WKTV Utica and WKAL Rome, both New York) by Frederick W. Roche and others for $469,040. WORL is on 950 kc with 5 kw, day.

• WRAW Reading, Pa.: Sold to WRAW Inc. (R. S. Reider, president) by John F. and J. Hale Steinman for $290,000. WRAW is on 1340 kc with 250 w and is affiliated with NBC.

Stereo study prepared by national committee

The National Stereophonic Radio Committee (BROADCASTING, Feb. 9) held its first formal meeting Feb. 12 at the Institute of Radio Engineers, New York. It made preparations for the technical study of stereophonic radio broadcasting methods by am, fm and tv stations. The findings of this multiple systems study project will be submitted to the FCC.

The appointment of additional panel vice chairmen was announced at the meeting: Panel 1, Systems Specifications—W.T. Winteringham of Bell Telephone Labs. Panel 4, Broadcast Receivers—F.B. Williams of Motorola Inc. Panel 6, Objective Aspect—Dr. M.R. Schroeder of Bell Telephone Labs.

Good night, good luck for one year—Murrow

Edward R. Murrow will be absent from the CBS scene for one year beginning July 1, 1959.

Announcement came last Monday (Feb. 16) that the 50-year-old news commentator, with the network nearly a quarter of a century, had requested, and been granted by CBS President Frank Stanton, a year's leave of absence as provided for in his contract. In his letter to Dr. Stanton, Mr. Murrow expressed the need for a chance to travel, listen, read and learn—free of deadlines.

The move raised questions among some as to possible unannounced motivations. *New York Times'* Jack Gould wrote, "Mr. Murrow's step comes as a climax to increasingly strained relations between him and officials of CBS. In part it also reflects his concern over what he feels is television's inadequate coverage of grave world problems." Other news reports echoed these sentiments.

Given opportunity to reply to such surmises in a filmed interview (shown on WCBS-TV New York, Feb. 17) Mr. Murrow called them "completely untrue." He said he would be back in 1960. Asked the time span of his contract, he smiled and said, "It is a long-term contract."

Arthur Godfrey will be the *Person to Person* host when the celebrity home tv interview show (Friday, 10:30-11 p.m. EST) returns next October from its summer hiatus. Mr. Murrow's nightly radio newscast and commentary (Mon.-Fri., 7:45 p.m. EST), which he is also leaving behind, is expected to be absorbed in an expanded format, covering 7:45-8:15 p.m. He and Fred Friendly will continue to produce *Small World*, the Sunday afternoon filmed international conversation series, with Mr. Murrow at times acting as moderator.

RAB media study

A RAB study released last week indicates that radio stations in metropolitan areas outstrip newspapers in "percent of homes reached" in both "city zones" and in "retail trading zones."

Titled "Newspaper Drop Off," the study reveals a "substantial radio superiority in reaching retail trading zone families" (suburban areas) as well as city families. The research was made on an individual newspaper versus individual radio station in five cities (Los Angeles, Boston, Chicago, Buffalo and Detroit).

The study shows that 18 of 19 newspapers failed to equal their city zone coverage in the retail trading zone, while up to four radio stations in each market exceeded their city zone penetration in the retail trading zone. The study also reveals that 16 out of the 19 newspapers were topped inside the city zone by one or more radio stations on an average weekday.

Jefferson relay system

WBTV (TV) Charlotte, N.C., and WBTW (TV) Florence, S.C., inaugurated a $140,000 microwave relay system Feb. 16 with two educational programs. The classes are originated at WBTV and relayed to WBTW each weekday morning. The stations, owned by Jefferson Standard Broadcasting Co., also use the microwave relay system for two-state news coverage.

Buys Mid-America

Ralph E. Meader of Mid-America Spot Sales (station representative), Kansas City, has bought out a partner in the company, N. E. Paton Jr. Mr. Meader is managing Mid-America as of Feb. 11. Mr. Paton is devoting his time to his own public relations company in Kansas City.

EASTERN AMERICA'S TALLEST TV TOWER

1526 FEET above ground ..... *The TOWERING PRIDE of South Carolina*

More than a quarter of a mile in the sky over South Carolina, this tower has doubled previous coverage. From Columbia, the capital city, WIS-TV serves more of South Carolina, by far, than any other television station . . . plus coverage in adjoining states.

MAXIMUM POWER ..... *The MAJOR SELLING FORCE in South Carolina*

WIS-TV Channel 10 Columbia South Carolina

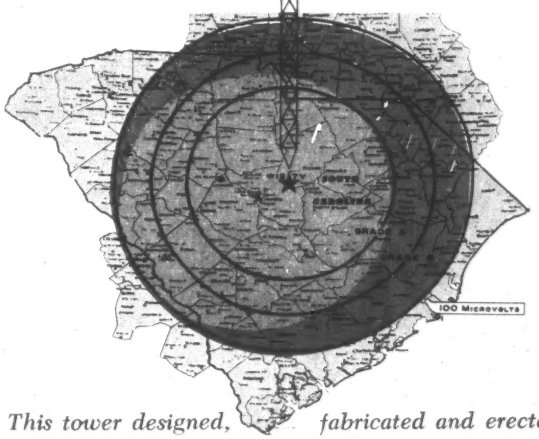
NBC ..... *A station of the Broadcasting Company of the South*

G. Richard Shafto, *Exec. Vice-Pres.*

Charles A. Batson, *Managing Dir.*

Law Epps, *Sales Manager*

represented nationally by Peters, Griffin, Woodward, Inc.



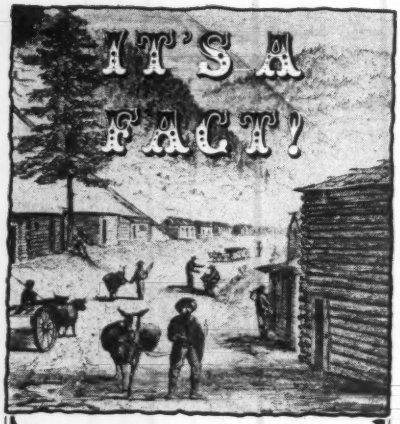
Darker tinted crescent area *shows increased coverage from new tower, based on predicted contours drawn by the engineering firm of Lohnes and Culver, Washington, D. C.*

This tower designed, fabricated and erected by

KLINE IRON & STEEL CO.

THE VERY TALL TOWER PEOPLE

1225-35 HUGER STREET, COLUMBIA, S. C.



That when John H. Gregory discovered the first gold lode in Gilpin County, Colorado in 1859 . . . the population of Denver was 4,726 . . .

AND IT'S A FACT

That in 1959 the population of the Denver TV coverage area served by Channel 9 is 1,479,500 people who have a spendable income of $2,803,077,000 . . .

MORE FACTS

Fact: **One day spot saturation on Channel 9 for Denver Car Dealer results in 42 new car sales in one day . . . a new record!**

Fact: **When Channel 9 TV personalities promoted kids theatre party . . . outpulled competition's identical promotion . . . same day, same time . . . two to one!**

SO FACTS ON FACTS

The best buy in Denver is . . .

KBTV
CHANNEL 9
THE FAMILY STATION

Join the "Rush To The Rockies" come to Colorado in '59

NAB WIDENS CHICAGO SLATE

Fm session, labor clinic added March 16

NAB has announced the revamping of Chicago convention plans (March 15-19) to provide a full morning of programming on the opening meeting day, March 16 (CLOSED CIRCUIT, Feb. 2).

Robert W. Sarnoff, NBC board chairman, will deliver the keynote address of the convention at 11 a.m., March 16 (Monday) instead of at the luncheon, originally slated to open the meeting formally. Mr. Sarnoff will receive the association's Keynote Award for distinguished service.

Two morning meetings will precede Mr. Sarnoff's keynote address. A labor clinic and a concurrent fm session will begin at 9 a.m. and end at 10:45 a.m. The labor session will be confined to management-ownership delegates.

A panel of labor relations specialists and broadcasters will lead the labor discussion, with Charles H. Tower, NAB broadcast personnel-economics manager, as moderator. Members of the panel will be G. Maynard Smith, labor relations attorney; William Fitts, CBS vice president in charge of industrial relations, and Ward Quaal, vice president-general manager of WGN-AM-TV Chicago and chairman of the NAB Labor Relations Committee. Topics include strikes in broadcasting, technological change, problems of union organizing and labor legislation.

An fm program is being drawn up under direction of John F. Meagher, NAB radio vice president. Interest in fm is running high as the medium shows an upward turn in agency-advertising interest (BROADCASTING, Feb. 9).

Lt. Gen. Arthur Gilbert Trudeau,

Gen. Trudeau is speaker

U.S. Army Chief of Research & Development, will address the March 18 luncheon, final day of the convention. NAB engineering delegates, who are holding their own technical meetings, will participate in the three convention luncheons. NAB President Harold E. Fellows will be featured speaker at the Monday luncheon. FCC Chairman John C. Doerfer will speak at the Tuesday luncheon and participate in the annual FCC roundtable session on Wednesday morning.

Next champion

A new giant among tv towers is on the verge of being built, following FCC approval to WGAN-TV Portland, Maine, for construction of a 1,619-ft. above ground antenna. For the last several years the 1,610-ft. KSWS-TV Roswell, N.M., antenna ranked as tallest. The $250,000 WGAN-TV tower is being built at Raymond, Me., 20 miles northwest of Portland and should provide a dependable picture within a radius of 75 miles. Construction is due to begin this spring, with completion scheduled for the fall. The antenna will be an RCA, 18-gain traveling wave array. FCC grant of WGAN-TV's application makes 18 tv towers over 1,000-ft. above ground and leaves 14 such applications pending FCC action.

Broadcasting museum

Creation of a "truly national shrine of broadcasting" in Washington was favored Tuesday (Feb. 17) by an advisory committee of broadcasters meeting under NAB auspices. The group will draw up preliminary plans to incorporate a non-profit National Museum of Broadcasting.

John F. Patt, WJR Detroit, committee chairman, said the group will contact museum experts and specialists in other fields. Seed-money contributions are being accepted for preliminary expenses, though a major share of funds necessary to conduct a study has been pledged. Committee members at the Feb. 17 meeting, besides Mr. Patt, were Merrill Lindsay, WSOY Decatur, Ill., and Fred Weber, WSTV Steubenville, Ohio.

WTVJ IS AGAIN PROVED

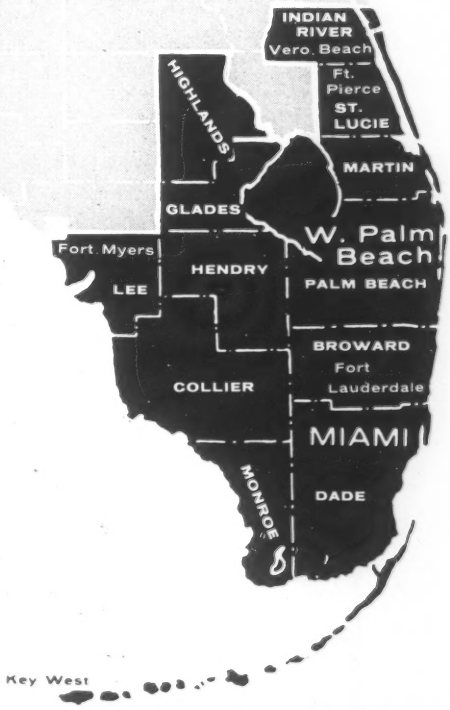
THE DOMINANT TV STATION IN FABULOUS SOUTH FLORIDA

51.6% SHARE OF AUDIENCE IN MIAMI'S 3-STATION MARKET

Sign-On to Sign-Off, NSI December 1958

We are proud of the fact that more advertisers are selling their products over WTVJ than at any time in our ten year history—that these advertisers want to buy the only station delivering unduplicated network programming to the entire South Florida audience.

Booming South Florida . . . with 1,500,000 persons spending over $2,000,000,000 in retail sales . . . is a must-buy market on most advertising schedules. MIAMI's TV STATIONS COVER IT BEST! By any yardstick—cost-per-thousand, homes reached, depth of penetration—for action at the point of sale, consider TELEVISION FIRST. In South Florida, TV is the dominant medium and WTVJ is the dominant station.



WTVJ

SOUTH FLORIDA

CHANNEL 4

Represented Nationally by: Peters, Griffin, Woodward, Inc.

GUTERMA'S TANGLES THICKEN

Mutual, Guild, Roach add to involvements

There's a job open at Mutual—the president's.

Alexander Guterma, who held that distinction among a number of corporate posts in the complicated F.L. Jacobs structure (BROADCASTING, Feb. 16), was drummed out of the job and Hal Roach Jr., president of Hal Roach Studios and board chairman of Mutual, said he personally bought Mr. Guterma's interests and assumed control of the company.

On Friday, Feb. 13, the Jacobs board accepted Mr. Guterma's resignation and elected Mr. Roach to succeed him. This action was not announced until Sunday, Feb. 15.

Between the action and the announcement Mr. Guterma had been arrested by the U.S. District Attorney on criminal charges relating to civil actions that had been instituted by the Securities & Exchange Commission. The sudden arrest was attributed to SEC charges that Mr. Guterma and an associate, Robert Eveleigh, were preparing to skip the country on a flight to Ankara, Turkey. Messrs. Guterma and Eveleigh surrendered on a warrant Saturday, Feb. 14.

Wednesday, Feb. 18, the SEC filed two additional affidavits with the federal court in New York supporting its original civil motions. The new documents charged (1) that Comficor, a company the SEC feels operates principally out of Mr. Guterma's pocket, had siphoned off up to $2.2 million in assets of the Jacobs company, and (2) related the difficulties of Ernst & Ernst, Jacobs' auditors, in securing from Jacobs the papers necessary to audit the books.

The next day, Thursday, Feb. 19, Judge Sidney Sugarman postponed until Saturday, Feb. 21, a hearing on a SEC petition for an injunction against trading in Jacobs stocks and for an order forcing Jacobs to submit to the SEC financial reports that are overdue.

Who Owns Network? • The question "Who owns Mutual?" is still unanswered.

On the surface the answer comes back "Scranton Corp. and Hal Roach Studios." Until BROADCASTING'S disclosure Feb. 16 that Scranton Corp. participated in this ownership the answer was invariably "Hal Roach Studios." Last week the answer more often was "Scranton Corp."

The SEC does not consider the answer that simple. In fact, the SEC is not prepared to admit even that Scranton is now an affiliate of F.L. Jacobs, this based on the contention that a considerable number of Scranton shares have not been located either by the SEC or by independent auditors, and that another number of shares which have been located were found to be secured as collateral for various loans.

At the time of Mutual's acquisition, allegedly by Hal Roach, the Roach company was itself assertedly a subsidiary of Scranton. At the time Scranton acquired Roach, the price was announced as $15.5 million.

Mr. Roach admitted in a news conference last week that the $15.5 million cited as the purchase price of Hal Roach Studios by Scranton was only a "Hollywood dignity" figure. The 35,000 shares he received were worth $507,500 at the day's (May 15) market price, although Mr. Roach said the book value was higher.

$3 Million for Distribution • Mr. Roach and Guild Films also announced last week an agreement which they say calls for $3 million worth of the studio's product going to Guild in return for availability of the latter's national sales, distribution and promotion facilities.

According to the announcement, a long-term alliance was established under which the Roach studios will produce syndication films plus pilots. These are being readied for Guild for network exposure. Mr. Roach is to be "production consultant for all future films planned by Guild for syndication and national sales."

The property acquired by Guild includes *The Veil* series starring Boris Karloff and valued at $1.5 million; 98 *Racket Squad* episodes; 39 *Code 3*; 39 *Passport to Danger*, and 79 *Telephone Time* programs (network reruns).

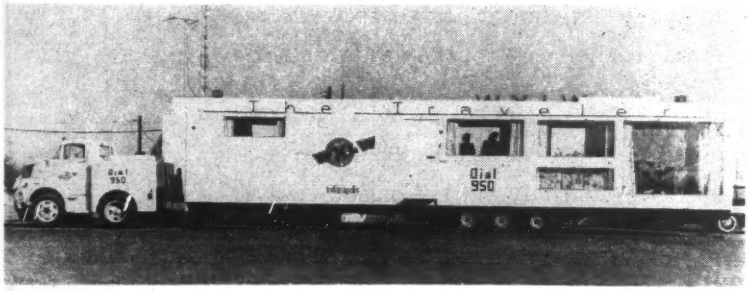
As part of the deal a Roach subsidiary, W-R Corp., gets 14% of Guild. This is accounted for by 400,000 shares of Guild. In addition Guild is to pay $700,000 plus an agreement to pay Reldan Trading (a company which holds shares in F.L. Jacobs as collateral on a loan of $250,000 or more to Mr. Guterma), the balance of a debt not to exceed $784,776. Guild was also to give 49,467 shares to Silver Co. as payment of a $129,850 debt. Both Reldan and the Silver Co. are creditors of F.L. Jacobs.

In an affidavit filed late Thursday the SEC said that G.L. Culpepper, a Guterma associate, gave to Savard & Hart, a brokerage firm, 100,000 shares of Guild Films stock held by Jacobs.

Guild was mentioned again in an affidavit filed in court Thursday relating that UFITEC, the Swiss trust which had lent money to Mr. Guterma, said on Dec. 5 that it was considering bankruptcy proceedings against Guild notes. The notes were not explained further.

CBS-TV meeting set March 14-16 Chicago

The annual general conference of CBS-TV Affiliates Assn. is to be held March 14-15 in Chicago at the WBBM-TV studios. During the two-day session, key executives of the network and CBS



Self-sufficient giant • WXLW Indianapolis has christened "Traveler," its 45-ft. mobile station.

The unit, pictured above with its towing truck, carries an 8x19-ft. studio, an 8x10-ft. control room, an 8x10-ft. lounge, a bath and a workshop.

Traveler can broadcast under its own power within 30-40 miles of Indianapolis while stationary or in motion. For greater distances the unit connects with telephone lines.

Other features include a showcase for sponsors' products, a 6x8-ft. roof deck, 250 gallons of water, air conditioning, turntables and tape recorders. A 10 kw gasoline generator in the truck supplies the unit's power.

WXLW will let the police or civil defense office use Traveler in emergencies.

for broadcast recording applications!

On splice-free Mylar* or acetate bases, *RCA Sound Tape* is a premium quality product designed for critical broadcast recording applications. Famous RCA dependability provides freedom from worry over drop-outs, distortion, and the loss of air time. Dimethyl silicone, a built-in dry lubricant, reduces friction and head wear *for the life of the tape.*

For ability to record full frequency response...for complete dependability...for broadcast recording applications, *RCA Sound Tape* is the name to remember.

You can order *RCA Sound Tape* from your Authorized RCA Electron Tube Distributor. Call him today.

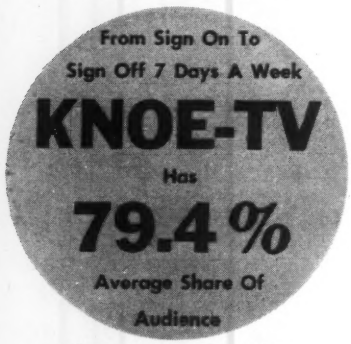
*DuPont Reg. TM

RADIO CORPORATION OF AMERICA

Electron Tube Division — **Harrison, N. J.**

IN RICH MONROE MARKET

As reported in ARB, Dec. '58



JUST LOOK AT THIS MARKET DATA!

Population	1,520,100
Households	423,600
Consumer Spendable Income	$1,761,169,000
Food Sales	$ 300,486,000
Drug Sales	$ 40,355,000
Automotive Sales	$ 299,539,000
General Merchandise	$ 148,789,000
Total Retail Sales	$1,286,255,000

And you get more impact and circulation per dollar in radio on

WNOE-Radio* New Orleans — 50,000 watts 1060 KC

KNOE-Radio Monroe — 5,000 watts 1390 KC

Edd Routt, Vice Pres. & Gen. Mgr.

*Survey proven No. 1; 6 a.m.—6 p.m. by A. C. Nielsen

KNOE-TV

CHANNEL 8 MONROE, LA.

CBS • ABC • NBC

A James A. Noe Station

NOE ENTERPRISES, INC.
James A. Noe, Jr.—President
Paul H. Goldman—Executive Vice President & General Manager
Represented by HR Television, Inc.

Inc. will present progress reports and outline the future plans of their various operations. A banquet and a program of entertainment will be held the evening of March 14 in the Drake Hotel.

Sigma Delta Chi committees appointed

Chairmen and members of 12 national committees to administer Sigma Delta Chi activities for 1959 have been announced by James A. Byron, news director of WBAP-AM-FM Fort Worth and national president of the professional journalistic fraternity.

Committees and their respective chairmen:

Advancement of Freedom of Information—V. M. Newton Jr., managing editor, *Tampa* (Fla.) *Morning Tribune;* Fellows Nominating—Robert J. Cavagnaro, general executive, Associated Press, San Francisco; 50th Anniversary Observance (Television Program)—Sol Taishoff, editor-publisher, BROADCASTING; Historic Sites Nominating—Ed Emery, U. of Minnesota, Minneapolis.

Honor Awards — Mason Rossiter Smith, editor-publisher, *Tribune-Press,* Gouverneur, N.Y.; International Expansion—Erwin Boll, German Consulate, Chicago; Professional Chapter Program—Ralph Renick, vice president-news director, WTVJ (TV) Miami, Fla.; Public Relations—James Brooks, public relations manager, Ekco Products Co., Chicago; Research—Robert L. Jones, director, U. of Minnesota School of Journalism; Ritual Revision—Erle F. Ross, Penton Publishing Co., Chicago; Undergraduate Chapter Program — Maynard Hicks, associate professor of journalism, Washington State College, Pullman, Wash., and Ways & Means—Robert M. White II, co-editor *Mexico* (Mo.) *Ledger.* Victor E. Bluedorn, SDX executive director, was named historian.

Mr. Taishoff was named to the Fellows Nominating as well as 50th Anniversary Observance Committees.

Other appointments allied with broadcasting were: Theodore Koop, news-public affairs director, CBS Washington, D.C., and Sam Saran, NBC Chicago—Advancement of Freedom of Information; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres Inc., William Ray, news director, NBC Chicago, and Mr. Koop (50th Anniversary Observance, Television Program group); Farrell C. Strawn, KCMO Kansas City, (Professional Chapter Program); Ben Caine, KDEF Albuquerque, N.M. (New Mexico state chairman); David Von Sothen, NBC (Washington, D.C., chairman), and Howard L. Kany, CBS Newsfilms (New York state chairman).

Eugene S. Pulliam, managing editor, *Indianapolis* (Ind.) *News* (WIRE Indianapolis), was named chairman of the National Convention Committee. Three undergraduate representatives were appointed to the SDX executive council.

Political coach

Oklahoma Governor J. Howard Edmondson took a leaf from the book of the football coach who watches games on a tv monitor, Feb. 11 and 18. These were the days that debates to repeal prohibition in Oklahoma were telecast live by WKY-TV Oklahoma City from the state's Senate and House of Representatives, respectively.

Mr. Edmondson, who attributes being elected governor to his tv campaign (BROADCASTING, July 28), telephoned suggestions to the debaters as the discussions progressed.

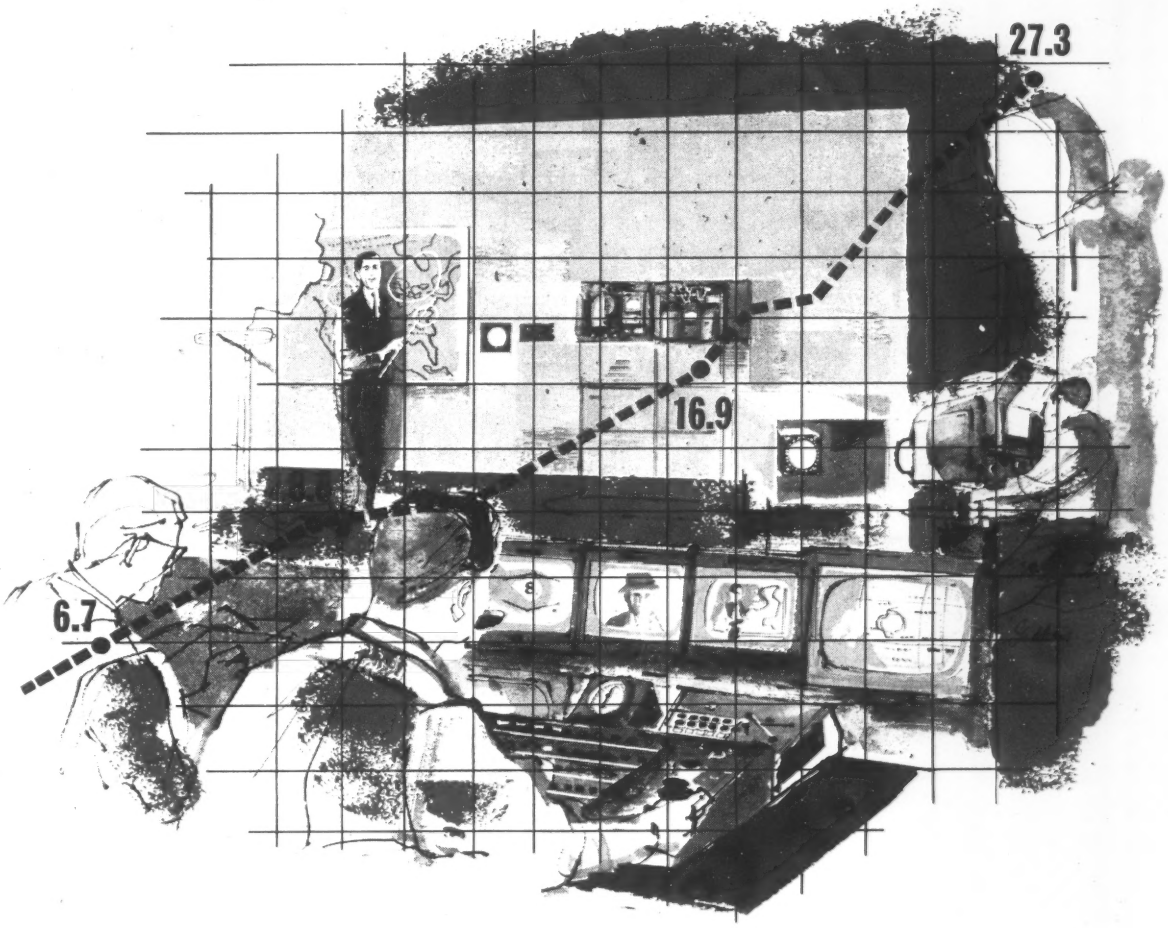
WKY-TV's coverage, which also was picked up by KVOO-TV Tulsa, meant the pre-emption of programming from 1:30 to 6:30 p.m. Feb. 11; and from 1:30-6:30 p.m. and 7:30-8:10 p.m. Feb. 18.

Saricks sells catv

A group of Dallas investors, otherwise unidentified, has bought the three community antenna television systems in Pennsylvania and New York State owned by Joseph Saricks, a director of National Community Television Assn. NCTA, which made the announcement, said the catv sale is the largest such transaction in recent years and includes Olean Tv Co., Olean, N.Y.; Bradford Tv Cable Co., Bradford, Pa., and Clearfield Tv Co., Clearfield Pa., representing a total of 7,500 subscribers. Daniels & Assoc., Denver, handled the sale, the amount of which was not revealed. The three systems have been incorporated under the name of PenNy T.V. Inc. and Mr. Saricks will remain as executive officer.

N.Y. group acts

A sponsoring committee of the Metropolitan Educational Television Assn. was formed last week to undertake a campaign aimed at securing a full-time educational tv outlet in New York City. Dr. Alan Willard Brown, president of META, said more than 100 well-known New Yorkers have joined the committee to date and will help formulate and implement plans to alert New Yorkers to the necessity of establishing an educational tv station there.



WEATHER SHOW RATINGS GO UP

with Collins Weather Radar

Collins Weather Radar takes advantage of TV's unique attraction. Watching things happen *while* they happen. The fascination of seeing the weather is a sure-fire audience puller.

Collins Weather Radar is simple to install. Your own engineers can do it with technical help from Collins if they need it. The antenna is mounted on the roof and connected to receiver-transmitter and synchronizer units in the building. An indicator is rigged in a shadow box for camera close-ups. Acetate maps of your local area are placed over the indicator to pinpoint weather activity with respect to geographical location.

Be the first in your market with Collins Weather Radar and watch your ratings climb. For complete information call or write your nearest Collins Broadcast Sales office.

COLLINS

COLLINS RADIO COMPANY, 315 2nd Avenue S.E., CEDAR RAPIDS, IOWA • 1930 Hi-Line Drive, DALLAS, TEXAS • 1510 Verdugo Avenue, BURBANK, CALIFORNIA • 261 Madison Avenue, NEW YORK 16, NEW YORK • 715 Ring Building, WASHINGTON, D. C. • 1318 Fourth Avenue, SEATTLE, WASHINGTON P. O. Box 547, GATLINBURG, TENNESSEE • 2804 Dodson Drive, EAST POINT (Atlanta), GEORGIA • 4403 W. 77th Terrace, KANSAS CITY 15, MISSOURI 205 E. Third Avenue, SAN MATEO, CALIFORNIA • 4834 Forest Avenue, FORT WAYNE, INDIANA • 4471 N. W., 36th Street, MIAMI 48, FLORIDA
COLLINS RADIO COMPANY OF CANADA, LTD., 11 Bermondsey Road, TORONTO 16, ONTARIO, CANADA.

46 state presidents meet in D.C. Tuesday

NAB's fourth annual rally of state association presidents will be held Tuesday-Wednesday (Feb. 24-25) in Washington. The 46 presidents will take part Wednesday in the annual Voice of Democracy awards luncheon.

FCC Comr. Robert E. Lee will brief the presidents on the latest developments in the FCC's Conelrad project and plans for broadcasters to maintain emergency communications on national, state and local levels. He will speak Tuesday morning.

Conference sessions will be held at the Shoreham Hotel, with the Wednesday VOD luncheon at the Statler Hilton.

Howard H. Bell, NAB assistant to the president for joint affairs, will open the conference Tuesday. NAB staff members will discuss the current industry scene. Taking part will be John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Vincent T. Wasilewski, government relations manager, and Donald N. Martin, public relations assistant to the president. W. Earl Dougherty, KXEO Mexico, Mo., vice president of Assn. for Professional Broadcasting Education, will speak on relations between broadcasters and educators.

NAB President Harold E. Fellows will be Tuesday luncheon speaker. Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NAB Freedom of Information Committee, will speak in the afternoon on the topic, "A Time for Action." Stateside reports will be given by Pat Murphy, KCRC Enid, Okla.; John E. Bell, WCMA Corinth, Miss.; Gene Shumate, KRXK Rexburg, Idaho; Joseph M. Higgins, WTHI Terre Haute, Ind., and F. C. Sowell, WLAC Nashville. Mr. Fellows will moderate a Wednesday morning roundtable.

Minister goes to court in D.C. telecast tiff

WTTG (TV) Washintgon, D.C., was slapped with a $50,000 breach of contract suit last week, only days after the station's manager had stated that "I'm turning my other cheek" in a dispute with a local minister over the programming time for his purchased religious show.

The Rev. Joseph H. Uhrig, president of Hand to Heaven Evangelistic Assn., charged the station with various contract violations, including cutting his Sunday afternoon half-hour purchased tv program off the air on Feb. 15 as the clergyman began criticizing the WTTG management. The *Hand to Heaven* program has been on WTTG since 1952, seen most recently at 1:30 p.m. Sunday. New WTTG policy dictated moving the program to Sunday mornings, which the Rev. Uhrig refused to do. The last *Hand to Heaven* appearance on WTTG was scheduled for yesterday (Feb. 22), but as of last Thursday station manager John McArdle said that the association would not be taking advantage of its last week.

Mr. Uhrig, who had requested public support for his WTTG stand, said he is exploring the possibility of moving to another D.C. tv outlet or to radio. The *Hand to Heaven* program is seen at 6 p.m. Sundays on WTVR (TV) Richmond, Va., according to the minister.

WRNL to join CBS

WRNL Richmond, Va., will join CBS Radio as a primary affiliate on July 1, according to an announcement today (Feb. 23) by D. Tennant Bryan, president of Richmond Newspapers Inc., station licensee, and Arthur Hull Hayes, president of CBS Radio. WRNL operates with 5 kw on 910 kc. and replaces WRVA Richmond as the CBS Radio affiliate. WRVA, displeased with CBS Radio's Program Consolidation Plan served notice several weeks ago it will affiliate with NBC Radio on July 1 (BROADCASTING, Feb. 9), ending a 22-year association with CBS.

• Rep appointments

• WTTG (TV) Washington appoints Peters, Griffin, Woodward, effective March 1.

• KUDL Kansas City names Adam Young Inc., N.Y., effective March 2.

• KGFJ Los Angeles appoints Ayres, Allen & Smith to represent it on the West Coast. Stars National represents KGFJ in the Midwest, East and Southeast.

• KSRO Santa Rosa, Calif., has appointed George P. Hollingbery Co., effective March 1. Hollingbery already represents KSRO's sister station, KFIV Modesto, Calif.

• CKNW New Westminster, B.C., appoints Young Canadian Ltd. as its U.S. representative, effective March 1.

• Media reports

• CBS last week contributed grants of $10,000 each to five privately supported U.S. universities. The grants are distinct from the already established program of aid to higher education through the CBS Foundation. CBS Board Chairman William S. Paley said the "grants constitute a new approach to solving the financial needs of postgraduate educational institutions." The CBS beneficiaries include Columbia U., Harvard U., Stanford U., U. of Chicago and the U. of Pennsylvania. CBS will continue the grants at a rate of $50,000 a year over a five-year period to universities selected from the membership of the Assn. of American Universities.

• Television circulation of public service advertising campaigns during 1958 totaled more than 16 billion home impressions (based on A.C. Nielsen Surveys), a 20% jump over the 1957 circulation, according to a special report entitled "Television Public Service Advertising" released last week by the Advertising Council, New York. Air time allocations for public service in 1958 were 700% greater than in 1952, the report added.

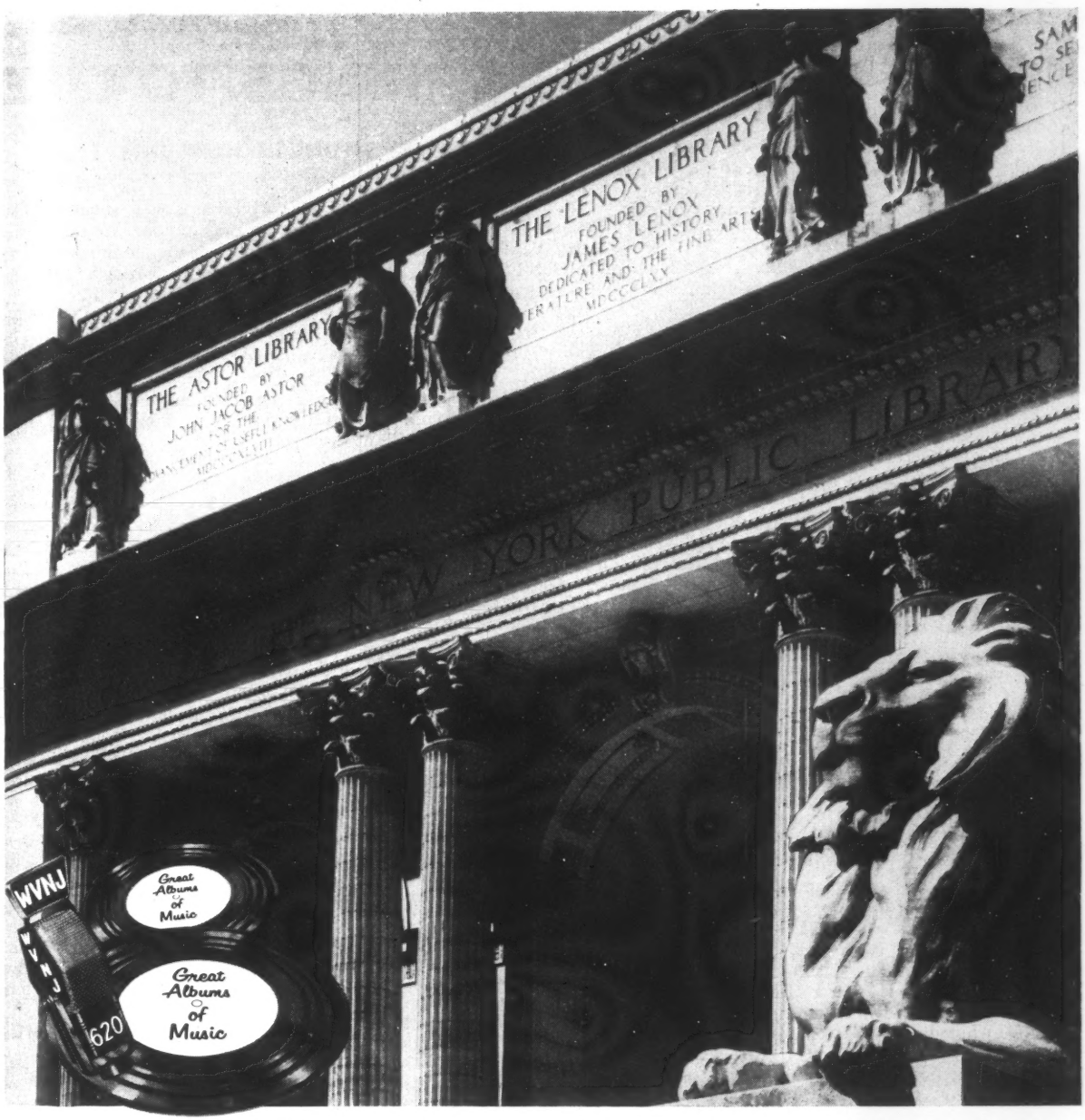
• KCCR Pierre, S.D., commenced operations Feb. 4. Owned and operated by Great Plains Broadcasting System, the new station is co-managed by Dan Lesmeister and Ed Davenport, both formerly of KOTA-TV Rapid City, S.D. KCCR is on 1950 kc with 1 kw.

• Ch. 17 Buffalo, N.Y., closed as WBUF (TV) last October by NBC, has elicited interest from a group representing all the major educational institutions in Buffalo. Western New York Educational Television Assoc. Inc., the educational combine, applied to the FCC for an educational construction permit for ch. 17, listing their source of future revenue as "donations."

• ABC radio last week announced signing of WGBG Greensboro, N.C., as an affiliate, starting March 2, raising total affiliates to 294. WGBG operates with 250 w on 1400 kc. Station is owned and operated by Greensboro Broadcasting Co. Ralph M. Lambeth is president and general manager.

• The National Assn. of Educational Broadcasters, Urbana, Ill., has announced award of a research grant-in-aid for work in the history of radio broadcasting to two graduate students in the Dept. of Speech, Ohio State U. The grant provides for the students to photograph and catalog materials related to the history and development of radio broadcasting in the U.S. until 1934. Funds for the work, which includes research in communications libraries and collections around the country, are being provided by the W.K. Kellogg Foundation through the NAEB. A complete catalog of visual materials related to early American radio will be published, probably early in 1960.

• KWG-TV Portland, Ore., is advancing its affiliation date with NBC-TV from the previously announced May to April 26.



Nothing else like it in Greater New York

NOTHING APPROACHES THE SOUND:
WVNJ originated the programming concept of Great Albums of Music. It is the only radio station in the metropolitan area that plays just Great Albums of Music from sign on to sign off every single day of the year.

NOTHING APPROACHES THE AUDIENCE:
The very nature of the music makes the audience preponderantly adult. It's a rich audience, too. In one of the wealthiest counties of America (Essex—with its million plus population) — WVNJ dominates in audience — in quality of audience — and in prestige.

NOTHING APPROACHES ITS VALUE:
WVNJ delivers its adult, able-to-buy greater New York audience for less cost per thousand homes than any other station in the market. By every reasoning it's your very best buy.

RADIO STATION OF The Newark News ____ national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ *Newark, N. J.— covering New York and New Jersey*

HOUSE OVERSIGHT SPRINGS TO LIFE

'Defunct' committee charts probes, submits new bill

The "defunct" Special Subcommittee on Legislative Oversight was very much alive on Capitol Hill last week. In preparing for renewed 1959 investigations, Chmn. Oren Harris (D-Ark.) made these moves:

• Appointed four new members to the nine-man body.

• Requested $200,000 from the House to continue investigating federal regulatory agencies.

• Introduced a bill (HR 4800) to carry out many of the recommendations of the subcommittee in its final report to the 85th Congress.

Despite speculation to the contrary, Rep. Harris will remain as chairman of the House Commerce Committee subcommittee. He also heads the parent committee. New members appointed are Reps. Walter Rogers (D-Tex.), William L. Springer (R-Ill.), Steven B. Derounian (R-N.Y.) and Samuel Devine (R-Ohio), a first-year congressman. Holdover members, in addition to Rep. Harris, are Reps. Peter F. Mack (D-Ill.), John J. Flynt (D-Ga.), John E. Moss (D-Calif.) and John B. Bennett (R-Mich.).

Reps. John Bell Williams (D-Miss.) and Morgan Moulder (D-Mo.) were not reappointed to the subcommittee. Rep. Moulder was the first chairman of the body when it was formed in March 1957. He lost this post a year ago when the subcommittee fired its chief counsel, Dr. Bernard Schwartz.

Future Course Undecided • No future course was outlined for the subcommittee which listed 25 FCC matters needing further inquiry in its report (BROADCASTING, Jan. 5). Its first move, however, will of necessity be the acquisition of a staff. Of its 17-member staff during last year's investigations, only four remain.

Chief Counsel Robert Lishman, who assisted in drafting the bill introduced last week, was present for a news conference held Thursday (Feb. 19) by Rep. Harris, but the chairman refused to comment on whether Mr. Lishman would remain with the subcommittee. Mr. Lishman, likewise, had no comment on this possibility.

Rep. Harris said he hoped to appear before the House Administration Committee this week with his request for $200,000. The subcommittee spent $297,000 during the past year-and-a-half of $310,000 appropriated.

During a stormy career last year, the subcommittee held 89 days of public hearings and heard 136 witnesses recite over 11,000 pages of testimony. Some of the results: FCC Comr. Richard A. Mack resigned and was criminally indicted, along with Miami attorney Thurman A. Whiteside; Presidential Assistant Sherman Adams resigned; several FCC decisions were reopened as a result of alleged improper actions turned up by the subcommittee, and characters and actions of individual commissioners were exposed to public attack.

HR 4800 provides across-the-board reforms for the FCC and the five other agencies investigated by the subcommittee. It directs the FCC to adopt a code of ethics covering commissioners, staff personnel and practitioners before the Commission. The FCC, the only agency which has not submitted a suggested code to the subcommittee, also would adopt its own sanctions to punish violators of the code. The bill spells out areas to be covered in the code, including a prohibition against an ex-commissioner appearing before the FCC within two years after leaving the Commission.

$10,000 Fine and Year in Jail • The bill would prohibit *ex parte* contacts concerning the "issues, merits or disposition" of a particular case by anyone, including members of Congress and other federal officials. Also, all written and telephone communications, except inquiries regarding status or procedure, would be made a part of the record, including contacts received and made by commissioners. All individuals making a presentation in a case would have to file a prior appearance notice.

Violators of these provisions would be subject to a $10,000 fine and one year in jail.

The bill also gives the President authority to remove a commissioner for "neglect of duty or malfeasance in office" but takes away White House authority to appoint the chairman. The commissioners themselves would elect a chairman, to serve for a maximum of three years, and a vice chairman. Commissioners no longer would be authorized to accept honorariums.

Commissioners to Write Decisions • Under the bill, FCC decisions no longer would be written by the Office of Opinions & Reviews. It requires that a commissioner be designated to write the FCC's decisions "or to personally direct" their preparation. This duty would be rotated and the commissioner responsible for a particular decision would be required to sign it.

Another provision states that an application, motion or pleading of the Commission would be considered denied if no action is taken within 60 days. The FCC, however, could extend this period by no more than 120 days with due notice.

The FCC would be given more leeway in working with its staff if the bill ever becomes law, as the separation-of-functions provisions of the Communications Act are repealed.

In its January report, the subcommittee made several other recommendations affecting only the FCC which are not a part of HR 4800. Rep. Harris said these provisions will be covered in subsequent legislation. They include prohibiting pay-offs to withdrawing applicants, requiring prior notification to the FCC before sale negotiations may be conducted and public hearings before the issuance of any tv license, even when there is only one applicant.

Rep. Harris last week further announced that hearings would be held on HR 4800 as soon as it was possible to work the legislation into the committee's present crowded schedule.

SPECTRUM STUDY
House group bucks White House proposal

Rep. Oren Harris (D-Ark.) last week took a positive step in deciding the future of the radio spectrum.

In the face of a White House proposal for a Presidentially-appointed commission to investigate frequency allocations (BROADCASTING, Feb. 9), Rep. Harris announced that his Communications Subcommittee of the House Commerce Committee would undertake such an investigation.

The House will be asked to appropriate $100,000 for the study. "We think it will be one of the most important projects this committee has undertaken in a long time," Rep. Harris said. He acknowledged that members of the committee are not qualified personally to conduct a spectrum inquiry and said that experts in the field will be asked for help.

Specialists in spectrum allocations

will be hired both on a permanent and consultancy basis, Rep. Harris said.

Rayburn Consulted • The investigation will cover the entire spectrum, both government and private allocations, Rep. Harris stressed, with emphasis on present and future requirements of all space users. He said he discussed the proposed investigation with "lots of people," including House Speaker Sam Rayburn (D-Tex.), before deciding on the announced course.

Rep. Harris saw no difficulty in getting information from the military on its assigned space and how it is being utilized. This has been a major stumbling block in past efforts to re-evaluate spectrum allocations. Military assignments are made by the President and how this space is used is a highly-guarded secret. The FCC makes all non-government assignments on an open basis.

Speaking of the White House recommendation, Rep. Harris said, "I do not know what action the President will take." The President appointed his own advisory committee late last year. It recommended a spectrum study by a three-man commission to be appointed by Congress. Leo A. Hoegh, Civil & Defense Mobilization director, proposed instead an investigation by a five-man Presidentially-appointed body. Legislation was to have been submitted to Congress to carry out the Hoegh-White House proposal.

Still to Be Heard • The actual report by the White House Advisory Committee, headed by former AT&T board chairman Victor E. Cooley, has not been made public.

Ex-Sen. Charles Potter (R-Mich.) and Rep. William Bray (R-Ind.) both introduced bills in the 85th Congress calling for a spectrum study. The Potter bill passed the Senate but died in the House, in the face of strong industry opposition, after it was amended by the White House (BROADCASTING, Aug. 4).

Rep. Bray, who attacked the Hoegh action three weeks ago, gave his unqualified endorsement to an investigation by the Harris committee. "I think it's a very fine plan," he said. "There is no conflict between our thinking. . . . We want to get the facts."

One result of the investigation could be a "more desirable and advantageous allocation" and use of the uhf band, Rep. Harris said, with a fair distribution of all available frequencies among all users.

Major Problem • Rep. Harris said the major problem would be "trying to see whether there can be a more advantageous allocation for both military and civilian use." Commercial broadcasters and the military long have been casting covetous eyes at space assigned

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each other. Eighteen months ago, fears of broadcasters were realized when the government in an OCDM letter to the Senate said its shortage was "critical" (BROADCASTING, Aug. 12, 1957).

Last spring, Comr. T.A.M. Craven proposed that chs. 2-6 be swapped to the military in exchange for enough space to gain 25 contiguous vhf channels for broadcasters (BROADCASTING, June 2, 1958). A month later, the Senate Commerce Committee urged the government to make every effort to release vhf space for broadcast use. "Why haven't we called the military up here and asked them what they will do about it?" Sen. Warren Magnuson (D-Wash.), committee head, asked in open session.

So far as is known, no progress has been made with the military and the Senate Commerce Committee has not "asked them what they will do about it."

FCC moves to affirm Seattle ch. 4 grant

The FCC last week announced it had instructed its staff to affirm its 1957 grant of Seattle's ch. 7 to KIRO there.

The Commission's tentative action—the actual vote will be taken when the staff-prepared memorandum and order is submitted officially—came two weeks after the second oral argument in the contested case.

Opposition to the KIRO grant came from unsuccessful applicants KXA and KVI Seattle. They maintained that Saul Haas, KIRO majority owner, had used political influence in obtaining control of the station in 1934. Also challenged was Mr. Haas' loyalty because of his association in the 1920's with the *Seattle Union Record*, which allegedly criticised U.S. "imperialism" and praised the "communist line."

Both of these assertions had been turned down by the FCC in its 1957 decision. The second oral argument was scheduled last December because Comr. T.A.M. Craven had not heard the first.

Majors win dismissal of Portsmouth action

A decision handed down in New York State Supreme Court establishes the principle that radio-tv broadcasting of major league baseball games into minor league areas does not constitute "physical occupation."

The ruling was made by Judge Edward J. Dimock on Feb. 14 while dismissing a $250,000 damage suit brought against the 16 major league clubs and Commissioner Ford Frick by Frank Lawrence, president of the defunct Portsmouth (Va.) Club of the Piedmont League. Judge Dimock's decision took issue with Mr. Lawrence's contention that rule 1-A of the major-minor leagues' agreement was violated by radio-tv broadcasts of major league games into minor league territories.

Judge Dimock agreed with the defense counsel's argument that rule 1-A meant "physical occupation" of territory by one club within 50 miles of the area of another club and was not designed to cover radio-tv broadcasts.

Justice Dept. Warning. • During the trial, defense pointed out that rule 1-D, aimed at controlling broadcasts into minor territories, was written into the agreement at one time, but it was stricken because the Justice Dept. had warned it might lead to prosecution for violation of antitrust laws.

Judge Dimock sympathized with the plight of the minor league teams and at the same time, he supported an opinion voiced by Mr. Frick during the trial. Mr. Frick suggested that Congress enact legislation that would permit the major leagues to regulate broadcasts without fear of government prosecution.

Mr. Lawrence testified that his club earned about $50,000 a year until broadcasts and telecasts of major league teams were carried in the Portsmouth area. Gate receipts, he said, dropped sharply. He instituted his suit in the fall of 1954. The team continued operations through the 1955 season.

WDAY libel test snagged by Justice

The U.S. Supreme Court was given an out in the touchy Farmers Union vs. WDAY Inc. Sec. 315 case last week.

In a brief as friend of the court filed Friday, the Justice Dept. called attention to the fact that the North Dakota Supreme Court failed to make a determination that the state law conferring immunity from libel on broadcasters was unconstitutional. This was the finding of the lower court, and was never challenged in the North Dakota Supreme Court, the Justice Dept. said.

The U.S. Supreme Court, therefore, probably should not reach a determination on the immunity question, Justice stated. "Congress would be thereby put on notice that it must legislate further if it should desire to give this added form of encouragement to political broadcasting," the government said.

The Justice Dept., however, argued that the U.S. Supreme Court should rule that Sec. 315 absolutely bars a broadcaster from censoring the utterances of political candidates.

Also filing was the American Civil Liberties Union which likewise stressed the U.S. court should hold that broadcasters are by act of Congress prohibited from censoring political speeches and thus are immune from libel suits.

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COLLUSION CLOUD OVER CH. 5

'Improper' actions charged on all sides as rehearing of Boston case opens

Rehearing of the Boston ch. 5 case got off to a running start last week with five full days of charges and countercharges by Bostonians who charged each other with being improper.

Their A's were no broader than the accusations they flung about concerning pressures brought to bear—or attempted—through prominent political figures, upon the FCC. The hearing was ordered by the FCC last December per a remand the previous July from the U.S. Court of Appeals for the District of Columbia, upholding the grant of ch. 5 to WHDH Boston (*Herald-Traveler*) but ordering a new hearing in the proceeding.

The hearing, ordered because of testimony before the House Legislative Oversight Subcommittee of *ex parte* contacts between representatives of the competing applicants and members of the FCC, seemed to center around a few main themes. Some of them included:

- Whether a representative of the winning applicant, WHDH, talked to the former FCC chairman during the time the case was under adjudication; the number of times; whether the talk was on merits of the applicants or otherwise, and whether powerful political figures helped push the WHDH application through the FCC.
- Whether other applicants did not contact the same political figures or similarly highly-placed ones for assistance.
- Whether other FCC members were pressured or whether applicants made *ex parte* contacts with them.
- Whether justice was not flouted through loose application of the antitrust laws and whether any misrepresentation or political pressure was used in the doing.

Judge Horace Stern, who presided at the Miami ch. 10 rehearing, also is presiding in the ch. 5 case. The FCC in granting ch. 5 to WHDH in April 1957 reversed a hearing examiner who had favored Greater Boston Tv Corp., another applicant. The other two applicants are Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs. The *Boston Globe* has been allowed to intervene on a limited basis and the Justice Dept. is sitting in as *amicus curiae*.

Witnesses last week were Robert B. Choate, editor-publisher of the *Boston Herald-Traveler* and president of WHDH; Forrester A. Clark, vice president of Massachusetts Bay; George C. McConnaughey, former FCC chairman; Charles Mills, retired banker who introduced Messrs. Choate and McConnaughey during the adjudicatory period; John Taylor, vice president of the *Boston Globe*.

The hearing resumes at 11 a.m. tomorrow (Feb. 24.).

Here is how the testimony developed last week during the rehearing of the Boston ch. 5 proceeding before Judge Stern:

Robert B. Choate, editor-publisher of the Boston Herald-Traveler *and president of WHDH-AM-FM-TV Boston.*

Mr. Choate said he had lunched twice with former FCC Chairman McConnaughey, the first meeting being "purely social" on his part and the second to try to change the chairman's opposition to a bill then in the House which would prohibit "discrimination" against newspaper applicants for broadcast facilities.

He said he had questioned his friend Charles F. Mills, who had served with Mr. McConnaughey on the Renegotiation Board before the latter's appointment to the FCC, about Mr. McConnaughey because as a publisher he was concerned about the policies of incoming members toward newspaper applicants. Mr. Mills offered to arrange a luncheon meeting, which took place in late 1954 or early 1955 and was purely social, he said, although he identified himself to Mr. McConnaughey as an applicant for Boston ch. 5. Mr. Mills also attended that meeting, he said.

Choate: back to put the record straight

The second lunch with Mr. McConnaughey was held about March or April 1956, he said, and included Mr. Mills and Thomas Joyce, Mr. Choate's attorney.

Mistake in Testimony • Mr. Choate said his earlier testimony before the House Oversight Subcommittee to the effect that he had not met Mr. McConnaughey before the second (1956) meeting was due to a misunderstanding of the question asked because of "rapid-fire" questioning.

(Mr. McConnaughey had testified before the House group that he had lunch with Mr. Choate only once, in the spring of 1956, and that no one else was along.)

Mr. Choate denied he questioned Mr. McConnaughey about the ch. 5 hearing procedure at the first meeting and about how WHDH could get a review of the examiner's decision favoring another applicant at the second meeting.

Mr. Choate said he had seen only one other FCC member, Comr. Robert E. Lee, during the period June 16, 1954 (designation of comparative hearing) and April 24, 1957 (final FCC grant to WHDH Inc.), at a dinner in Boston, but might have met others momentarily at various other similar functions. He did not discuss the ch. 5 case with any of the Commissioners at these different affairs, he testified.

Mr. Choate said he had discussed the ch. 5 case with Sen. Leverett Saltonstall (R-Mass.), former Presidential Assistant Sherman Adams, former Secretary of Commerce Sinclair Weeks, Secretary to the Cabinet Max Rabb and Rep. William H. Bates (R-Mass.), but didn't ask them for any help and they didn't volunteer any. The conversation about ch. 5 always came up, he said, because of the publicity and talk about the case and was usually initiated by them, not himself.

No Contact with Comr. Mack • In cross-questioning from Allen B. DuMont counsel William A. Roberts, Mr. Choate denied he or his assistant on the *Herald-Traveler*, George Akerson, had contacted former Comr. Richard A. Mack in Florida, by telephone or otherwise, in 1956, or that any company employe tried to ascertain Comr. Mack's position in the Boston ch. 5 case.

Forrester A. Clark, Boston investment banker and vice president of Massachusetts Bay Telecasters Inc.

Mr. Clark said he talked to several

political and government figures but only to tell them his company had decided not to seek the use of political influence and to ask them not to exert pressure in behalf of others.

Worried About Rumors • Despite Massachusetts Bay's policy of not seeking political favors, he said, board members became worried at a number of rumors that other applicants were asking political help and detailed Mr. Clark to see several persons. These, he said, were UN Ambassador Henry Cabot Lodge, Secretary of Commerce Sinclair Weeks, White House aide Robert Cutler and FCC Chairman George McConnaughey. A stockholder friend of Reps. Richard B. Wigglesworth (R-Mass.) and Joseph W. Martin Jr. (R-Mass.) was asked to write letters to those congressmen asking them to keep neutral in their activities. This was in February 1954.

McConnaughey: ch. 5 wasn't on menu

White House Gets in Act • By April there was more talk of political activity and Mr. Clark was sent to talk to White House aide Cutler in Boston. Mr. Cutler asked for a memorandum expressing Mr. Clark's thoughts and this was furnished, he said. Mr. Cutler, who returned to Boston several days later, said he had shown the memo to Presidential Assistant Sherman Adams and told Mr. Clark that Mr. Adams had called the FCC chairman to tell him he should not let himself be swayed by political influence.

Mr. Clark was asked if the memo, which mentioned a trend toward "pyramiding" of newspaper and broadcast properties and expressed the opinion that some of the applicants were better qualified than others, did not "go farther" than the agreed-upon company policy of refusing to seek political favor. Mr. Clark said the memo was employed only as a reminder to Mr. Cutler to look into the rumors.

By 1956, Mr. Clark said, still more rumors were "floating around" that certain other applicants had contacted members of the FCC. Mr. Clark was asked to see Mr. McConnaughey. They lunched in a private hotel dining room.

Mr. McConnaughey arrived, he said, and looking at Mr. Clark's six-foot-six frame, remarked that he must be a former football player. Mr. Clark, who played with Harvard from 1926-28, acknowledged he was and quickly explained his purpose in allegorical form.

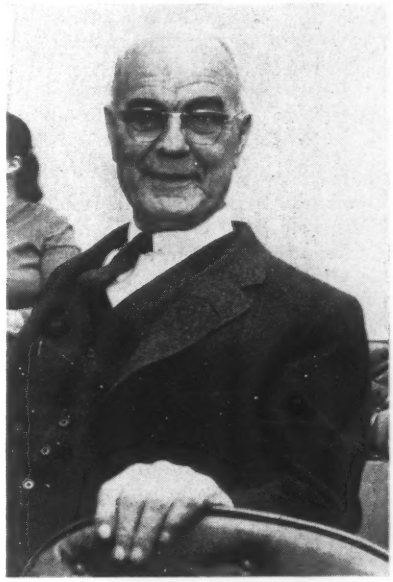
He told Mr. McConnaughey, he said, that Massachusetts Bay had both Democrats and Republicans among stockholders; that his firm had such a diversification of stockholders as Boston Pops Orchestra conductor Arthur Fiedler, Red Sox centerfielder Dom DiMaggio and novelist John P. Marquand.

Clark: only attested firm's integrity

Mr. Clark said he urged Mr. McConnaughey to read his firm's brief in the case and later, on April 12, 1956, wrote the chairman a letter which urged him again to read the brief. He explained he feared Mr. McConnaughey might be so busy he would not read the brief itself but only a synopsis of it. In the fall of 1956, he said, the board asked him to see "anyone we knew" in Washington and he talked to Sen. Leverett Saltonstall (R-Mass.), Reps. William H. Bates (R-Mass.) and Laurence Curtis (R-Mass.) and former National GOP Chairman Leonard Hall, asking each to avoid exercising pressure for any applicant.

Mr. Clark said Sen. Saltonstall told him that both Mr. Choate and Daniel Lynch, a stockholder in Greater Boston Tv Corp., had discussed the ch. 5 case with him earlier and that he was assured by the senator that he would not take sides in the contest. He said Sen. Saltonstall told him he would favor the *Herald-Traveler* if anybody, but said Sen. Saltonstall doesn't remember saying this today. John Lawrence, another company stockholder, also contacted Secretary to the Cabinet Max Rabb, he said.

Richard Maguire, Boston lawyer and counsel for Greater Boston, noted that records filed with the FCC show a dozen Massachusetts Bay stockholders identified with GOP activities, while stockholders who are Democrats are not identified as such.



Mills: memory's still the same

Cites 'Pressure' Stories • Besides the "rumors" of political pressure, Mr. Clark said, stockholders in his firm were worried over three articles in BROADCASTING concerning alleged White House pressure on the FCC. (These were news articles in the Jan. 21, 1955, issue quoting Sen. Warren G. Magnuson, chairman of the Senate Commerce Committee, as expressing concern over such pressure; Jan. 23 and 30, 1956, telling of a House Small Business [Evins] Subcommittee's plan to investigate pressure by the Executive Branch on the FCC.)

George C. McConnaughey, former FCC chairman.

Mr. McConnaughey said he had no more than one lunch with Mr. Choate

during 1956 and didn't remember an earlier meeting in 1954 or 1955 described by Mr. Mills, but said he wouldn't question Mr. Mills' word. He said he remembered Mr. Choate wanted to talk about legislation, but he didn't remember what kind.

He said Mr. Choate told him he had an application before the FCC and was disturbed at legislation concerning newspapers, but that "I cut him off awfully quick." He said he felt Mr. Choate simply was trying to "put his best foot forward," and that he was willing to listen to Mr. Choate because of many complaints then directed at FCC slowness in awarding tv grants.

He said he didn't recall a meeting, described by Mr. Mills' unsworn statement, at which Mr. Choate allegedly said the hearing examiner's initial decision favored Greater Boston and asked how that decision could be reviewed. He said it was "possible" he lunched with Mr. Choate three times but he didn't recall this was the case. He saw Mr. Choate at a dinner given by Westinghouse in early 1957, he said, but only to shake hands. Mr. McConnaughey doubted if Sen. Leverett Saltonstall had ever communicated with him on the ch. 5 case.

Clark, DuMont Meetings • He acknowledged having lunch with Mr. Clark and added that he also had lunch with Dr. Allen B. DuMont of DuMont Labs in a hotel, as arranged by William A. Roberts, DuMont counsel. He didn't recall ever discussing the case with Secretary to the Cabinet Max Rabb or Secretary of Commerce Sinclair Weeks.

He remembered he talked to cousins Davis and John Taylor who publish the *Boston Globe*, and that they were unhappy because they'd heard the FCC had issued instructions for preparation of a decision awarding ch. 5 to the *Herald-Traveler*. He said he "got upset" during the talk, told them he didn't appreciate their visit and informed them they were not parties in the case.

Mr. McConnaughey said he didn't recall Mr. Mills being at his luncheon meeting with Mr. Choate in 1956. He said he didn't "condone" talks with applicants for broadcast grants, but found it hard to avoid them because applicants want to make "personal" contact with FCC members. A member of a regulatory agency "can't live in a vacuum," he said.

'Schwartz' Approach • Mr. Roberts tried to question Mr. McConnaughey later on whether the Republican National Committee has to be considered in getting reappointed to the FCC. Mr. Holtz objected to this "Schwartz-like" tactic and Examiner Stern urged that we "get back on the high road." Mr. McConnaughey said he has retained no records of appointments and telephone calls while on the FCC.

A memo was produced by Mr. Roberts to indicate that he and Dr. DuMont met once with the FCC chairman but only to discuss a DuMont allocations proposal.

Mr. McConnaughey told *Globe* counsel Robert Haydock he phoned Victor Hansen, assistant attorney general in charge of the antitrust division, on March 28, 1957, to ask about the *Globe's* antitrust suit against the *Herald-Traveler* after hearing "rumblings" from the House Antitrust Subcommittee and others. Mr. Hansen told him, he said, that the Justice Dept. had investigated the case, that the *Globe* claims shouldn't be dignified by calling them a complaint and that as far as Justice was concerned, the matter was closed. Mr. Haydock later questioned this memo's authenticity.

Mr. Haydock then read a letter dated April 14, 1957, from Mr. McConnaughey, representing the FCC, to Chairman Emanuel Celler (D-N.Y.) of the House Antitrust Subcommittee, saying Mr. Hansen had told him there was insufficient evidence to justify proceeding in the antitrust case. Mr. McConnaughey said he acted to make sure there were no antitrust implications before the ch. 5 grant was made.

Left Out of Docket • He said the case had been discussed by "probably" the full Commission with Warren E. Baker, then FCC general counsel. He acknowledged the letter to Rep. Celler was probably dictated by Mr. Baker. The correspondence was not entered in the ch. 5 docket, he said, and none of the parties was informed of it.

Mr. Haydock then attempted to introduce another letter—from Mr. Hansen to Rep. John Dingell (D-Mich.), dated May 8, 1957—which he said contradicated Mr. Hansen's viewpoint in the case as explained by Mr. McConnaughey. *Herald-Traveler* counsel William Dempsey objected, saying among other things that he doubted the authenticity of this letter. Examiner Stern refused to admit the letter as an exhibit but allowed it for identification purposes.

Thereupon, Mr. Haydock said the *Globe* charges that: (1) Mr. McConnaughey should have disqualified himself from voting because of a question that he misrepresented Mr. Hansen's views to other FCC members; that Mr. McConnaughey illegally discussed the antitrust case with Mr. Baker while the ch. 5 case was pending after oral argument, and that an illegal outside representation had been made to the FCC by Mr. Hansen in discussing the case with the FCC chairman. (Mr. Choate also had testified to the House group

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that he talked to then Attorney General Herbert Brownell and Mr. Brownell assured him the *Globe* didn't have a good antitrust case against the *Herald-Traveler*.)

Justice and FCC • Robert A. Bicks, representing the Justice Dept. as *amicus curiae*, interjected that Justice was not precluded from prosecuting the case by the FCC decision. James McKenna, representing Massachusetts Bay Telecasters, and FCC counsel Holtz, however, pointed out that such questions, in comparative cases, should be weighed before FCC actions in which they are involved.

Charles F. Mills, retired banker, former vice president of First National Bank of Boston and former member of Renegotiations Board.

Mr. Mills testified that his unsworn statement furnished to FCC counsel Holtz last Jan. 16 was true as well as he could recall. In this statement he had described two meetings he had arranged for Mr. Choate with Mr. McConnaughey: the first so Mr. Choate could "size up" Mr. McConnaughey as new chairman, held in 1954 or 1955, at which conversation was social in nature, although, he said, Mr. Choate identified himself as an applicant for ch. 5 and asked how long such cases lasted and what happened after the examiner's initial decision.

At the second, according to the statement, Mr. Choate told the chairman the hearing examiner had favored Greater Boston Tv Corp. and asked him how the case could be reviewed. Mr. Mills held to this version in testimony, but was unsure about just what was said at the first meeting.

He said he was induced by his old friend Secretary of Commerce Sinclair Weeks, after retiring as vice president of the First National Bank of Boston, to go to Washington where in August 1953 he was appointed to the Renegotiation Board and later met Mr. McConnaughey upon the latter's appointment as chairman of that body.

Mr. Mills said he didn't remember meeting Thomas Joyce, *Herald-Traveler* counsel, at either of the meetings and said he was unable to recognize Mr. Joyce, who was present in the hearing room. He said he recalled no discussion of legislation at either of the meetings.

Globe's counsel, Neil Leonard, asked that data on phone calls made Jan. 6 and 10, 1956, shortly after the hearing examiner's initial decision Jan. 4 favoring Greater Boston, be introduced into the record. The phone call data was obtained by FCC counsel from the House Oversight Subcommittee, which had subpoenaed telephone company records earlier.

Herald-Traveler counsel William Dempsey objected to this, saying the information was obtained by extra-legal means, might reveal the newspaper's Washington news sources and did not tell the "whole story" because the telephone company's records had been destroyed for most of the "adjudicatory" period (June 1954 to April 1957).

FCC counsel said a three-minute call was made from the *Herald-Traveler* in Boston to Mr. Mills in Washington on Jan. 6 and that Mr. Mills made a two-minute call to Mr. Choate at the *Herald-Traveler* 45 minutes later. On Jan. 10 Mr. Mills was called for three minutes from the *Herald-Traveler* and five minutes later made a one-minute call to someone at the newspaper.

The telephone data had been asked by counsel for several parties, including the *Globe*, so Mr. Mills could be asked if this might refresh his memory concerning the date of the Choate-McConnaughey-Mills lunch. But Mr. Mills said it didn't help him to remember. FCC counsel also noted Mr. Mills had called the newspaper on Dec. 7, 1955.

John Taylor, vice president of the Boston Globe:

Mr. Taylor said he and his cousin Davis Taylor, publisher and general manager of the *Globe*, knew several

The Taylors: Davis (l) and John

principals in both Greater Boston and Massachusetts Bay and that representatives of both on two occasions asked the newspaper to join them (financially or in a cooperative newsgathering agreement). They refused, he said, because among other reasons they wanted to remain friends with contestants and because they wanted to be free to cover the ch. 5 contest as a news story.

As the hearings developed and the defunct *Boston Post* became weaker competitively, the *Globe* became concerned that the *Herald-Traveler* might get the grant, he said. "Certain people," he said, "asked us to merge with the *Herald-Traveler*." He said this heightened his concern and that he didn't want to see the *Herald-Traveler* get the license to use as a "powerful weapon" to further such a merger.

He said that on Dec. 19, 1956, he was told by Allen Steinert, a principal in Massachusetts Bay, that the FCC had issued unpublished instructions to its staff to prepare a decision favoring the *Herald-Traveler*. He said Mr. Steinert had learned this information from Massachusetts Bay's Washington counsel James McKenna who in turn had learned it from Sol Taishoff of BROADCASTING.

Mr. Taylor said he and his cousin decided to go to Washington to find out if the story were true and arrived there Jan. 8, 1957. They wrote President Eisenhower before departing, and also wired Presidential assistant Sherman Adams asking if they could talk to him.

In Washington, he said, they saw Sen. Saltonstall, who said he was remaining neutral in the case and suggested they go and see Mr. McConnaughey, arranging an appointment for them, which they kept the next day (see McConnaughey testimony, foregoing). Then they went to see Sen. John F. Kennedy (D-Mass.), who told them he thought it would be "suicidal" for him to "go near" a regulatory commission. Sen. Kennedy also said they ought to see FCC members, he said, and that he'd try to get Sen. George A. Smathers (D-Fla.) to introduce them to Comr. Richard A. Mack. They subsequently visited all commissioners, the Taylors said.

Next they went to see House Minority Leader Joe Martin (R-Mass.), who told them they had been "outpoliticked," and suggested they do a little politicking themselves to turn the tide. They then visited Rep. John McCormick (D-Mass.), who "seemed interested," and jokingly suggested they fill up the void left by the *Boston Post* by becoming a Democratic newspaper.

Later Davis Taylor got Mr. Adams on the phone and told him of their suspicions and asked to see him, he said. He said Mr. Adams told Davis Taylor that the White House never interferes in regulatory agency comparative cases and it would be embarrassing if they came to the White House. Whereupon, Davis Taylor told Mr. Adams he didn't want to embarrass him and "hung up," the witness said.

Afterward they got in touch with Secretary to the Cabinet Max Rabb, who assured them this was the "first time in four years" someone had come to him

Miami still hot

The FCC last week set April 23 for oral argument on the Miami ch. 10 rehearing and also last week a flareup occurred in the controversial case involving a communication from Sen. George A. Smathers (D-Fla.) to the FCC.

The Commission's Associate General Counsel Edgar W. Holtz, who heads the FCC investigation team which worked on the Miami rehearing and is now engaged in the Boston ch. 5 rehearing, advised the FCC that a Jan. 20 letter from Sen. Smathers should not be considered part of the record in the Miami case. Mr. Holtz stated he agreed with the complaint by Public Service Television Inc. that Sen. Smathers is not a party to the hearing and that the deadline has passed for comments and exceptions to the examiner's report.

Sen. Smathers in his Jan. 20 letter took issue with a finding in Judge Horace Stern's initial decision that the Florida senator spoke to Comr. Mack about the Miami ch. 10 case while it was still pending final decision.

not "wanting something," Mr. Taylor said, adding that Mr. Rabb did not give them any advice.

They also went to Vice President Richard Nixon's office on Capitol Hill and were told by an aide he'd make sure Mr. Nixon was "fully informed" if they did not insist on seeing him. Then they returned to Boston where they found a letter from Gerald D. Morgan, special counsel to the President, saying the White House does not interfere in regulatory agency cases, Mr. Taylor said.

WTMB may get okay

The FCC's latest move in the off-again-on-again am case in Tomah, Wis., was to direct preparation last week of a document to lift the Dec. 10 stay of grants to Tomah-Mauston Broadcasting Co. for WTMB and modification of its permit, pending decision on the protest of William C. Forrest, WRDB Reedsburg, Wis.

Earlier this month (BROADCASTING, Feb. 9), the FCC directed preparation of a document which would have maintained the stay of the WTMB grants. This move followed a U.S. Court of Appeals opinion, informing the Commission that it was not required to enjoin operation of a new station prior to a formal hearing on interference problems.

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FCC PROGRAM FORM REVAMPING HIT

Broadcaster comments on proposed changes challenge Commission's jurisdiction, hold thinking is based on yesteryear operation

The FCC was hit from several angles last week via comments filed on its proposals to revise program classifications and spot announcement listings in application forms.

One powerful group of broadcasters, through the Pierson, Ball & Dowd law firm, filed a joint document challenging entirely the Commission's jurisdiction over programming.

Another group, comprising modern-day radio operators, termed the whole concept of classifications and spot numbering an anachronism based on network-oriented broadcasting of the 1940s. This viewpoint was submitted by Cohn & Marks.

Other pleadings were made by the Federal Communications Bar Assn. and individual stations.

Before the week was up, the Commission gave interested parties another seven days before closing the books on these comments; it moved the deadline back to Wednesday (Feb. 25) because of an error in the published report last January. At that time the deadline was continued to Feb. 18.

The proposed changes in Sec. IV of broadcast applications forms were announced last November (BROADCASTING, Dec. 1, 1958). The changes were based on a series of meetings between Commission staffers and a committee of broadcasters. They were aimed to simplify and modernize the program forms required to be filed for new stations, on renewal forms, and for changes in ownership.

The notice was accompanied by a six-page dissent by Comr. T.A.M. Craven. Mr. Craven contended that since the Communications Act forbids the FCC to censor programs, the program form should be eliminated.

Jurisdiction Questioned • Direct challenge to the FCC's whole concept of programming jurisdiction was made by more than 20 broadcasters represented by Pierson, Ball & Dowd.

In its 29-page printed comment on the proposed new program content forms, the law firm recommended that the proposed revisions be withdrawn and that the FCC adopt a uniform policy that program information no longer shall be required as a part of the information in applications.

The blanket opposition was premised on the legal prohibition against the FCC from censoring programs and "the practical limitations" in obtaining reliable and adequate information which would permit adoption of program standards.

Maintaining a position close to that of FCC Comr. T.A.M. Craven, the Pierson, Ball & Dowd brief held that the Commission is prevented from imposing program guides (which the forms would inferentially accomplish) because Sec. 326 of the Communications Act forbids censorship.

The brief went beyond this simple declaration, however. It also maintained that even if the Commission has the authority—or needs the information for "public interest, convenience and necessity" consideration—the ability to judge what is in the public interest for each of the markets in which the more than 3,000 radio and 500 tv stations operate would be insurmountable and a regulatory nightmare.

Meaningless Statistics • Added to these doubts, the brief continued, is the practical worthlessness of the composite week material and program percentage figures. They do not show, the comment contended, the qualitative content of the programs, and are also open to misconstruction (when is educational, entertainment, when is commercial, sustaining and vice versa).

Even if the Commission has the authority to insist on balanced programming, the brief continued, there is no suitable frame of reference to which the programs or the over-all programming can be applied.

The FCC can, the brief stated, promote diversification through the adoption of allocation policies promoting multiple and competitive services.

There is also a statement in the comment that the argument that the Commission should be permitted to inquire into programming to hold the threat of sanctions over broadcasters in order to force them to hew to a salutary line is a sophism, since the Commission may not accomplish by indirection what it is prohibited from doing directly.

In one section, the Pierson brief stated that the Commission has jurisdiction over the commercial content of broadcasting, as well as over such "legal" activities as ensuring that no station broadcasts obscene or indecent matter, lottery information, or engages in non-broadcast or point-to-point communications.

Other FCC activities that are permissible, the brief continued, are in making sure that the licensee has not delegated his responsibility for programming, that he is making time available for the fair presentation of opposing sides in controversial issues, and for the proper usage of a station's facilities by political candidates under Sec. 315.

Even consideration of proposed programming in comparative hearing cases should be prohibited, the Pierson comment stated, since "the approval or disapproval of program proposals in comparative cases has the effect of establishing standards which restrict other applicants' choices of programs."

Public Knows Best • In its discussion of the position that the FCC may exercise jurisdiction over commercials, the brief made these points: There is no constitutional prohibition, and, therefore, the Commission may prescribe standards for commercial advertising.

The basic point made in the Pierson document is that the general public is the best censor of programming; if it does not care for a station's programming, that station will lose its audience.

The stations sponsoring the Pierson document were: KLZ-AM-TV Denver, WWJ-AM-FM-TV Detroit, KDYL-AM-FM and KTVT (TV) Salt Lake City, WHBF-AM-FM-TV Rock Island, (Ill.), WTCN-AM-TV Minneapolis, WFBM-AM-TV Indianapolis, WDSU-AM-FM-TV New Orleans, WKY Television System Inc.

WMT-AM-TV Cedar Rapids (Iowa), KWMT Fort Dodge, WANN Annapolis, WJBC Bloomington (Ill.), WQOK Greenville (S.C.), WIVK Knoxville, WSNJ-AM-FM Bridgeton (N.J.), WLPO LaSalle (Ill.), WDAM-TV Hattiesburg (Miss.), WAFB-TV Baton Rouge, WJLS Beckley (W.Va.), WOOD-AM-TV Grand Rapids and WPAT-AM-FM Paterson (N.J.).

Adjectives • "Antiquated" and "archaic" are terms used to describe the proposed program classifications and percentage-listings form. These words are in a brief submitted by the Washington law firm of Cohn & Marks representing various groups of independent, non-network affiliated radio stations.

Strongly worded, the comments contended that the whole idea of program classifications, listing of percentages and numbers of spot announcements per 15-minute segments were outmoded.

The proposals and the present requirements for listing programs and spot announcements, the brief maintained, are based on radio-1940.

"The new form proposed to solidify and calcify concepts which are now completely outmoded," it stated. "Radio is no longer primarily a medium of

Let's remove this barrier to Railroad Progress now!

During World War II a *temporary* Federal tax was imposed on passenger fares paid by the people who used trains, planes, buses or other for-hire carriers. One big reason for this was to discourage nonessential use of these vitally needed transportation facilities.

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The travel tax undermines the strength and stability of the whole transportation industry. And in so doing it threatens the ability of the railroads and other public carriers to keep pace with the growing needs of our economy and national defense.

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mass appeal to universal and total needs . . . [today]. It serves individual and personal rather than universal needs."

Things Now Different • Radio today, the Cohn & Marks brief maintained, is a basic music and news format. Radio no longer sells 15 and 30 minute programs.

News is interspersed in the middle of a block of time, not as a program, the document pointed out. Stations now editorialize. Public service aid is given through the liberal use of spot announcements, much more effective than a 15 minute or 30 minute program.

The brief asked the Commission to make clear that program percentages are but one element in the FCC's evaluation of a program service and that failure to devote time to any one category does not "stigmatize" an operation.

The group proposed that the Commission require only that the number of spot announcements, and their lengths, be required for a week's operation. This would provide a complete and factual picture of the extent of commercial operation. "It is far more important to know the relationship between the spots and the programming structure of a station," the document insisted, "than it is to know the mere number of announcements in a segment of time."

The brief also termed the breakdown of time periods between commercial and sustaining as a "vestigial remnant of a by-gone day."

It also contended that the proposed definition of a recorded program is "unrealistic." A disc-jockey playing records is an entertainer in the fullest sense of the word—he comments on music and artists, interviews, discusses public issues, informs on local events, and 'chats' with his audience.

The brief also took the position that the proposed definition of "Public Affairs" limits the subject matter. It asked that the definition be broadened to include matters of local interest, besides national and international "problems." The definition of sporting events also should be clarified to include sports reports, the group asked.

"Any form that is adopted by the Commission should permit an analysis of programming so as to reflect the true operation of the station rather than to create the impression that such an operation renders less of a public service than that of a radio broadcaster who is still following antiquated formulae and consequently is able to show higher percentages of time devoted to programs that no one listens to," the brief stated.

The Cohn & Marks document was signed by McLendon, Burden Mid-America and Bartell station groups and WOL Washington, D. C. and WDOV Dover and WNAV Annapolis, both Maryland.

Too soon

An application from Press Wireless Inc., New York, to the FCC for permission to contact manned vehicles traveling in outer space is considered "premature" by the Commission.

In its reply to Press Wireless, the FCC says that any common carrier wishing to communicate with space machines should first obtain permission from the appropriate government. Regarding PW's claim that arrangements to contact space expeditions could only be made on a "last minute" basis, the FCC replied that the common carrier would have to ascertain which frequencies will be used, and the agency from which to secure permission, so that there must be at least a few days' notice.

No Reasons Given • The Federal Communications Bar Assn. emphasized that the standards for program performance have never been published. It stated that nowhere in the form are the reasons given for establishing these classifications and percentages, nor does the form provide the underlying criteria on the basis of which the information will be evaluated. This, FCBA stated, is a basic defect.

FCBA urged that the present rule-making proceeding should be used to "delineate standards of performance by broadcast licensees which will serve as a framework within which a licensee can plan its own programming to serve best the public interest and effectively compete and still have reasonable assurance of a renewal of its license."

In comments on specific contents of the proposed changes, FCBA took the position that:

• There is no recognition of basic differences between network and independent operation, small or single-station markets vs. large and multiple station markets, specialized operations vs. diversified programming, am as compared to fm and tv operation.

• Percentage analysis cannot be relied upon to make a qualitative analysis. It is possible, for example, to place all non-entertainment programming between midnight and 6 a.m. or carry only network non-entertainment programming so that this category would never show up in the form.

• Puts at a disadvantage stations which meet their public service responsibility via entertainment programs or public service spot announcements. ". . . the mere fact of there being a program category in the analysis form implies some sort of necessity of there being some programs in that category."

• No criteria are given as to how long or short is a program. How about a two-minute program? In one section of the proposed revision a program segment is identified as 15 minutes long. This leads to several "injustices"—(1) a five-minute sustaining non-entertaining program, followed by a 10-minute network commercial would require the full 15 minutes to be classified network commercial; (2) a commercial announcement between two sustaining programs each less than 14 minutes would require the entire period to be classified as commercial. There is no indication whether "overcommercialization" is bad or whether the absence of "live" programs is bad.

• There is a question on the necessity of information requested on the staffing of stations. The information has no bearing on a station's qualifications, and is never used for any purpose by the staff.

• The rules should be revamped so that program classifications carried in a station log should be comparable to those required on program forms.

The FCBA asked that a seminar be held between its members and other interested parties and the FCC before the Commission made its final decision on this matter.

Proof of Service • The WDSU New Orleans stations urged that a licensee should demonstrate that he has appraised the needs and interests of his area and should also be called to indicate whether he intends to offer a specialized or a general service. These were in addition to the position of the New Orleans broadcaster as a signer of the brief filed by the Pierson, Ball & Dowd firm.

WEPM Martinsburg and WCLG Morgantown, both W. Va., stated that the formula of program percentages are "meaningless." The proposed form would only continue, the station said, to present as fact situations which are in actuality the reverse.

KIEM-TV Eureka, Calif., suggested that licensees have a choice of either counting programs or announcements.

WBTM Danville, Va., asked that a new program category be listed—musical service. It also urged that the 15-minute division should be abandoned in favor of 5-minute divisions.

American Assn. of University Women filed a comment upholding the FCC's right to inquire into program categories.

LAR DALY LANDS FREE TIME

All five Chicago tv stations got stuck with a splinter candidate last week.

Lar (America First) Daly, perennial political aspirant, requested and received equal time from CBS' WBBM-TV and ABC's WBKB (TV) to answer Chicago Mayor Richard J. Daley in his bid for the Democratic mayoralty nomination. He also was successful in getting future commitments on NBC's WNBQ (TV), WGN-TV and educational outlet WTTW (TV).

The FCC, by a 4-3 vote Wednesday (Feb. 18), ruled that Mr. Daly was entitled to equal time on all stations under Sec. 315 of the Communications Act. It so notified the stations in telegrams sent Thursday after Mr. Daly had carried the issue to the FCC Feb. 14.

Howard Newcomb Morse, attorney for the candidate, requested time on WNBQ and WGN-TV on the basis of news programs in which Mayor Daley appeared since last December. Earlier, WBBM-TV and WBKB agreed to grant him free time for appearances on Feb. 18 and 22, respectively, to oppose Mayor Daley's bid for re-election in the alderman primaries Feb. 24. The mayor originally appeared on Norman Ross' *VIP* interview show on WBKB Jan. 4 and delivered a progress report to the people on WBBM-TV Jan. 14.

Film Clips Cited • Basis for Mr. Daly's request to the Commission for the time grab on WNBQ and WGN-TV was a series of film clips showing Mayor Daley greeting Argentine President Arturo Frondizi, opening the March of Dimes campaign, filing for the candidacy to succeed himself as mayor and accepting the endorsement of the Chicago Democratic Committee.

The Commission ruled Wednesday that all such appearances constituted grounds for equal time. Three commissioners (Chmn. John C. Doerfer, John Cross and T.A.M. Craven) dissented on the film clips involving the Argentine president and March of Dimes. They felt such appearances were more in Mayor Daley's official capacity.

Before the Commission ruling, both WNBQ and WGN-TV registered strong protests with the Commission. NBC pointed out that all film clips were in regularly scheduled newscasts as legitimate news items. The other clips were used on Dec. 26 and other dates, running an aggregate 8½ minutes.

Ward L. Quaal, vice president and general manager of WGN Inc., wired the Commission that similar appearances totaling 69 seconds by Mayor Daley (in connection with selection of a House speaker in the Illinois legislature, selection of a site for the Democratic national convention and the visit by Argentine President Frondizi) constituted "genuine news items" and were not "directly or indirectly initiated by Mayor Daley." They were carried on regular, not special newscasts, he said.

Time for Sheehan • Officials at WBKB and WBBM-TV also acceded to similar time requests from Timothy Sheehan, Republican mayoralty candidate, to answer Mr. Daly. WBKB scheduled him yesterday (Feb. 22) at 10 p.m., an hour after Mr. Daly's appearance, while WBBM-TV granted him 2:30 that afternoon. The Commission reportedly indicated that Mr. Daly would not be entitled to additional time to answer Mr. Sheehan (Mr. Daly is running for both the Democratic and GOP nominations).

As of Thursday, neither WNBQ nor WGN-TV had set time periods for Mr. Daly. WTTW reported it had turned over the matter to its attorneys, Sidley, Austin, Burgess & Smith. The noncommercial station carried a kinescope of the mayor's report last January.

Mr. Daly kept his commitment at WBBM-TV Wednesday evening (6:30-7 p.m.), attired in his familiar Uncle Sam suit and with his three children.

In his Feb. 14 petition to the FCC, Mr. Morse also raised the possibility of libel in connection with statements by Sterling C. Quinlan, ABC vice president in charge of WBKB, and Mr. Ross of that station.

Mr. Daly's counsel cited "undeniable implication and inference" on their part as to his client's character. Mr. Daly said Wednesday, however, that no legal action was contemplated.

No Choice • Both Mr. Quinlan and H. Leslie Atlass, vice president in charge of the CBS Central Div.-general manager of WBBM-AM-TV, freely conceded they had no alternative but to grant Mr. Daly free and equal time. The candidate, long a thorn in the side of broadcasters, was certified by the Chicago Board of Election Commissioners as a "legally qualified candidate." Mr. Morse's telegram also asked the Commission to require WBKB to give Mr. Daly time earlier than Feb. 22.

Mr. Daly originally sought five-minute time availabilities on Chicago's four commercial tv stations for paid talks in advance of the primaries and alderman elections Feb. 24. WBKB was prepared to accommodate him until he asked a cash settlement on the difference between a 10-minute segment and a half-hour of time commensurate with that given free to Mayor Daley. His request was turned down. WBKB also rejected Mr. Daly's bid for an earlier appearance than Feb. 22 on Mr. Ross' interview program.

In granting Mr. Daly equal time, Mr. Quinlan pointed out his station had no control over Mr. Daly's remarks of Feb. 22, that he could even solicit funds for a full half-hour, if he chose. Mr. Atlass observed that Sec. 315 of the Communications Act is "poorly written" and WBBM-TV had no choice but to grant his request.

Four-Year Fight • Mr. Daly's experience with Sec. 315 started in early 1956. As a candidate for the Republican Presidential nomination, he requested time from all radio-tv networks to answer four talks by President Eisenhower. The networks declined and the Commission rejected his bids, expressing doubts about his legal qualifications as a candidate.

Mr. Daly in intervening years has fought his cause in the courts and been denied rehearing by the U.S. Supreme Court. In another appeal to the FCC, he claimed that when he sought Congressional nomination in 1957, tv stations would not sell him time. He is still litigating.

In native dress • Lar Daly wears an Uncle Sam suit on special occasions such as picketing the Federal Bldg. in Chicago in early August 1956. Mr. Daly had filed suit to force the networks to give him time equal to that given other candidates for the Presidency. He wanted action before Aug. 18 in hope of going on the air before the GOP convention Aug. 20.

Poor programs, ads may lead to pay tv

The quality of tv programming and advertising—unless it is greatly improved—will force the public to accept pay tv, Sen. John Marshall Butler (R-Md.) charged last week.

And what's more, he warned, unless networks and station operators "clean their own houses" the Senate Commerce Committee, of which he is a member, will explore the situation. "It is indeed unfortunate that commercial television and the Madison Avenue boys who supply video advertising copy appear to have a 'public be darned' attitude," Sen. Butler said last Thursday (Feb. 19).

Not all tv programs are bad, said the senator, a past opponent of pay tv. He continued: ". . . But a great majority of the programs are not even second rate . . . just plain trash. . . . As to advertising, it insults the intelligence of the viewer. It is geared to know-nothings." Sen. Butler cited regional ads for Wilkins coffee (BROADCASTING, Dec. 15, 1958) as "about the only clever advertising on the air today."

Sen. Butler noted that the networks maintain that if pay tv is authorized, free tv will die. "There might be a great deal of truth in this contention," he said. "But, strangely, commercial tv is encouraging pay video. In effect, network and station program directors are digging their own graves. It is time for a complete overhaul of programs and advertising. It is time that Crossley ratings [*sic*] and Hooper ratings be forgotten."

[Note—Actually, Crossley has not been in the ratings field for several years.]

It might be necessary for the Commerce Committee to conduct this "overhaul" of programming, Sen. Butler said, but he urged networks and stations to re-examine their programming and advertising policies at once to provide the public with better television fare. He stated that tv programming as such is a legitimate field of inquiry for the Senate committee.

FCC asks comments on Wilmington ch. 12

The FCC last week invited comments by March 25 on proposals to make Wilmington's ch. 12 educational, or to move it to Atlantic City.

Proposal to make the ch. 12 commercial facility educational has been sponsored by the Joint Council on Educational Tv. Its move to Atlantic City was asked by ch. 46 WHTO-TV of that city. WHTO-TV asked that in the alternative, ch. 12 be allocated to Atlantic City-Wilmington.

Since 1949 ch. 12 has continuously been an operating tv facility, first under Steinman interests as WDEL-TV, then under Paul F. Harron as WPFH (TV) and then under the Storer banner as WVUE (TV). Storer closed the station down last September and surrendered the construction permit last December.

Pending before the FCC are two commercial applications for the ch. 12 assignment. One is from Rollins Broadcasting Co. (WAMS Wilmington) and the other is from a partnership comprising Egmont Sonderling, Richard Goodman, Mason A. Loundy and George T. Hernreich. Sonderling stations are WOPA Oak Park, Ill., and WDIA Memphis, Tenn. Mr. Hernreich owns KFPW Fort Smith, Ark.

The move to legislate commercial ch. 12 Wilmington, into reserved status for educational use was attacked on the Senate floor when the second Delaware senator, Sen. John J. Williams (R-Del.) joined Sen. J. Allen Frear Jr. (D-Del.) in protesting the move by the two Pennsylvania senators and Sen. Clifford Case (R-N.J.) (BROADCASTING, Feb. 9).

"We will not go along with the support of a bill by the senators from Pennsylvania which will have the effect of telling Delaware what to do with the only television channel Delaware now has," Sen. Williams stated.

• Government notes

• The National Aeronautics and Space Administration announced spending plans last week on its projects to launch an inflatable communications satellite, roughly the size of the interior of the Capitol dome in Washington (BROADCASTING, Feb. 9). A $2,150,000 contract for the project has been awarded to the Army.

The balloon, which is to be launched later this year, is planned to serve as a reflector of communication signals, which would allow eventual hemisphere-to-hemisphere transmission of tv signals. The project was one of several 1959 NASA contracts awarded at a cost of $105 million. Included are half a dozen rocket shots into outer space, and $17 million in equipment for eventual manned space flight.

• FCC Hearing Examiner Forest L. McClenning issued an initial decision last week which would grant commercial ch. 8 in Waycross, Ga., to the Georgia State Board of Education for a non-commercial educational station. The action came after John H. Phipps, applicant for a commercial facility on ch. 8, was granted permission to dismiss his application.

• Freshman Sen. Hugh Scott (R-Pa.), speaking at a Lincoln Day dinner, urged local party organizations to buy radio and tv time between elections "to tell people . . . something about the Republican Party" and why it should be in power.

• Philco Corp. has petitioned the FCC to institute rulemaking to adopt compatible stereophonic sound transmission standards for fm and tv. Late last year Philco filed a similar petition covering am stereo. The petitions would have the Commission establish an experimental field test program to test Philco's stereo systems under normal broadcast conditions and upon the successful completion of these tests establish transmisssion standards based upon Philco's research.

• FCC rules have been amended to permit an applicant to waive his right to be notified as to why his application indicates the necessity of a hearing. The change becomes effective March 2. In some cases, the Commission says, notification procedure has taken a year between issuance of the first notice and designation for hearing. In most instances, the FCC noted, this particular portion of the so-called McFarland amendments serves no useful purpose since the applicant is aware of the reasons he is faced with a hearing. Comr. Frederick Ford dissented in this decision claiming that although the rule is cumbersome and should be changed, it is up to Congress to change the law.

• The FCC has invited comments by March 13 on Central Michigan College's petition to assign ch. 14 Mount Pleasant, Mich., for educational use and substitute ch. 21 for ch. 27 in West Branch, Mich. At the same time, the Commission denied a petition by Jose Bechara Jr. (WKJB), Mayaguez, P.R., requesting deletion of ch. 10 from Charlotte Amalie, V.I., and the assignment of either ch. 11 or ch. 13 to Mayaguez.

• Van Curler Broadcasting Corp. has been granted construction permits for ch. 13 Albany, N.Y., and an auxiliary transmitter at the main transmitter site by the FCC. This new facility will replace Van Curler's temporary operation of WAST (TV) on ch. 13 with a satellite on ch. 35, according to the Commission.

• The FCC has granted the petition of ch. 29 KBAK-TV Bakersfield, Calif., and stayed the Dec. 10, 1958, grant to Pacific Broadcasters Corp. for a new tv station on ch. 39 at Bakersfield pending the outcome of an oral argument scheduled for March 5. The Commission made KBAK-TV a party to the proceeding.

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The styling and beauty, the safety and riding comfort of our modern cars are largely made possible by the strength, ductility and flawless surface finishes inherent in today's better sheet steels. And at National Steel they are constantly undergoing even greater refinements of quality . . . through research, improved techniques and advanced metallurgical processes.

National Steel serves American industry with many different kinds of improved steels—through such divisions as Stran-Steel Corporation, Enamelstrip Corporation, National Steel Products Company, The Hanna Furnace Corporation, as well as through its Great Lakes Steel and Weirton Steel Divisions.

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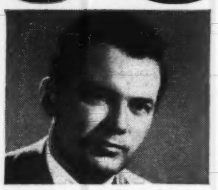
says Fred Thrower, Vice Pres. & Gen. Mgr.
WPIX
NEW YORK

Popeye can lift anything... especially ratings! "As usual, our Popeye show is completely *sold out*", says Fred Thrower, Vice Pres. and General Manager of WPIX.

"Our Popeye show has been scoring top ratings with the kids in New York, since its first week. Now, after three years, it's still leading all seven channels in its time period, with a strong 10.7 rating (A.R.B., December)."

Year after year stations have been racking up sponsor sell-outs with Popeye. That's because the millions of Popeye rooters are fantastically loyal and highly receptive to sponsors' messages.

So put Popeye's mighty muscles to work for your station. Like WPIX you'll find he belts the competition . . . and brings in the spinach!

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CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7 8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

NEW WOE FOR ROACH, ET AL.

Guild, others named in suit by producer asking damages of $635,000 over tv show

Jerry Stagg, producer, charged Hal Roach Jr., Hal Roach Studios, Passing Parade Films, Guild Films, Scranton Corp. and 50 John Does with fraud and conspiracy in a $635,000 suit filed Wednesday (Feb. 18) in Los Angeles Superior Court by Patti Sacks Karger of the Los Angeles law firm of Cohen and Karger.

The complaint alleges that Mr. Stagg, producer of 79 half-hour filmed tv programs comprising the *Telephone Time* series at Hal Roach Studios, was to receive a fixed salary plus 15% of the programs' net earnings. On June 20, 1958, after Scranton Corp. had bought the Roach Studios, Mr. Stagg was told that distribution rights to the series for ten years had been given to Guild Films which guaranteed an advance of $700,000 to the studios.

But, the complaint charges, on that same day, without telling Mr. Stagg, the defendants entered into a secret agreement which revealed the true advance consideration was $900,000. Under this agreement (a) Martin Ross sold the rights to 105 feature films to Hal Roach Studios for $200,000; (b) Guild Films transferred to Mr. Ross "spot time" worth "substantially in excess of $200,000 at a valuation of $200,000"; (c) Guild was to recoup $900,000 from *Telephone Time* before further payments were due to Hal Roach Studios.

Mr. Stagg's suit asks for actual damages of $135,000 (15% of $900,000), plus $500,000 in punitive damages. It also asks for the court to appoint a receiver to take possession of all *Telephone Time* films and to restrain the defendants from distributing them, and for an accounting of all receipts and expenditures in connection with the production and sale of the series.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

NBC-TV

Feb. 23-27, March 2-4 (2-2:30 p.m.) **Truth Or Consequences**, participating sponsors.

Feb. 23-27, March 2-4 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

Feb. 23, March 2 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell.

Feb. 24 (8-9 p.m.) **George Gobel Show**, RCA through Kenyon & Eckhardt.

Feb. 25, March 4 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson.

Feb. 25 (9-9:30 p.m.) **Milton Berle**, Kraft Foods Co. through J. Walter Thompson

Feb. 26 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

Feb. 26 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

Feb. 27 (7:30-8 p.m.) **Northwest Passage**, sustaining.

Feb. 27 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.

Feb. 28 (8-9 p.m.) **Perry Como Show**, participating.

March 1 (6:30-7 p.m.) **Chet Huntley Reporting**, sustaining.

March 1 (7:30-8 p.m.) **Buddy Bregman Music Shop**, sustaining.

March 1 (8-9 p.m.) **Steve Allen Show**, various sponsors.

March 1 (9-10 p.m.) **Chevy Show**, Chevrolet through Campbell-Ewald.

March 3 (7:30-9 p.m.) **Some of Manie's Friends**, Liggett & Myers through McCann-Erickson.

March 4 (9-10 p.m.) **Bell Telephone Hour**, Bell Telephone through N.W. Ayer.

Seeks fight pact

An application for a license to promote Wednesday night fight telecasts was submitted by the Chicago Stadium Corp. and approved by the Illinois Athletic Commission last week. Simultaneously, Truman Gibson, executive vice president of the National Boxing Club (successor to the International Boxing Club of Illinois), revealed Tuesday his new organization is "discussing a new contract" for the televised fights on ABC-TV in 1959-60. The present pact expires Sept. 30. Main responsibility of the National Boxing Club, a division of the Chicago Stadium Corp., will be to promote the Wednesday matches. Application for a new license was necessary under the court order requiring dissolution of IBC. Actual tv contracts with Chicago Stadium Corp. are handled by its television-radio subsidiary (now renamed Cameo).

NCAA football plan gets minor changes

A slightly revised *Game of the Week* diet for football tv fans will be served by the National Collegiate Athletic Assn. this fall, pending membership approval of its new plan by March 3.

The 13-week pattern, fashioned by the NCAA Tv Committee at Chicago's University Club Feb. 16-17, will comprise eight national and three regional network dates; one split network on a national date, providing for two or more games, and a choice by network or

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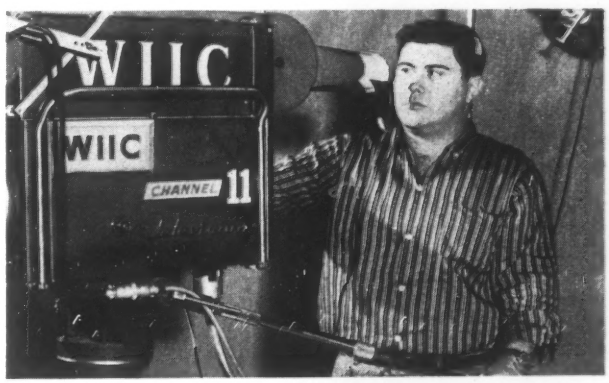
ROBERT A. MORTENSEN, General Manager

Northwest salutes station WIIC, Pittsburgh's basic NBC Television affiliate, serving more than five million people in a three state area from its ultra-modern studios in the heart of Pittsburgh.

WIIC operates on Channel 11 with full power of 316,000 watts—and a tower 847 feet high. Its Steyroflex transmitting cable is the first of its size (6⅛″ diameter) in the Western Hemisphere, and its 100 kilowatt transmitter is one of only two such VHF transmitters in the country; this special equipment is designed to put the best possible signal into the television homes in the Pittsburgh area.

WIIC went on the air September 1, 1957—and telecasts an unusually fine group of local and filmed programs, in addition to the complete NBC-TV program schedule.

Robert A. Mortensen, General Manager of WIIC, has this to say of his employee, Guy Monahan (Northwest Schools graduate): "Guy Monahan has been with us since WIIC's first day on the air. We are proud to have Monahan on our staff as cameraman and weekend facilities director, as we are proud of our whole production staff and their contributions toward making WIIC a leading station in Pittsburgh."



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sponsor of either a national or split network commitment—or in effect, ten national dates.

The committee mailed out the plan Friday and expects to open bidding for national network and sponsor rights in New York about March 9. The 1959 plan will mark the ninth straight year of controls. In virtually all other details, it is essentially the same as the 1958 program carried by NBC-TV.

Speaking for the committee, Walter Byers, executive director, felt the national-regional pattern has been "successful" because (1) college football attendance has increased the past five years (from 18,290,724 in 1957 to 19,280,709 in 1958) for 618 member colleges; (2) of tv viewer acceptance (48.9% of some 12 million sets turned on Saturday afternoons last year were tuned to national football tv, or about 24 million viewers, according to A. C. Nielsen Co.), and (3) endorsement of member colleges.

Once again, member colleges and conferences can arrange their own regional date packages, subject to NCAA's geographical and appearance rules. Mr. Byers reported except for "sellouts," teams may appear once nationally and regionally, or twice regionally. In games telecast nationally, not more than seven colleges from any one NCAA district may participate. At least one but not more than three must originate from each of the eight districts.

And again, NCAA provides for a "limited number" of closed-circuit and pay tv telecasts "for experimental purposes." The provision for toll tv, similar to language in the 1958 program, is regarded as academic (BROADCASTING, Feb. 9).

Status on NTA deal told NT stockholders

John B. Bertero, president of National Theatres Inc., told the annual stockholders' meeting Tuesday (Feb. 17) in Los Angeles that National Theatres had made an exchange offer to National Telefilm Assoc., good until March 16 and conditioned on National Theatres' acquiring at least 51% of NTA stock and warrants. NTA stockholders are offered $11 in NT 5.5% sinking fund debentures due 1974 for each share of NTA stock, plus a stock purchase warrant for one-quarter share of National Theatres. NT stock may be purchased by exercising these warrants at $9.875 a share through Feb. 28, 1961, with an increase of $2 a share on each second March 1 thereafter through 1969. The warrants expire in 1974.

NTA warrant holders will be offered exchange warrants entitling the holder to an $11 debenture for $7.75 through June 15, 1959, with an increase of $1 each June thereafter through 1961, plus a stock purchase warrant for one-quarter share of National Theatres common stock. The exchange warrants expire in 1962. Ely A. Landau, NTA board chairman; Oliver A. Unger, president, and Harold Goldman, executive vice president, have already agreed to exchange their 160,500 shares of common stock for NT's debentures and warrants.

Mr. Bertero was re-elected president of National Theatres and B. Gerald Cantor, president of Cantor, Fitzgerald & Co., investment broker firm, was elected chairman of the board at an NT board meeting following the stockholders' session.

National Theatres, now operating 290 theatres, is licensee of WDAF-AM-TV Kansas City. NTA, producer-distributor of tv filmed programs, owns and operates KMSP-TV Minneapolis-St. Paul and WNTA-AM-FM-TV Newark. National Theatres for the fiscal year ended Sept. 30, 1958, had a gross income of $53,667,765 and net earnings after taxes of $1,301,749 or 48 cents a share. NTA, for the year ended July 31, 1958, had a film rental income of $15,497,595 and a net after taxes of $687,048 or 67 cents a share.

NT's move to acquire ownership of NTA "is a further step implementing our policy of diversification," Mr. Bertero said.

Stockholders of National Theatres elected three new directors: Charles A. Barker, chairman of the finance committee of Lockheed Aircraft Corp.; A. J. Gock, a director of the Bank of America, and Eugen V. Klein, president of Valley Sports Cars.

Newcomer to Bay Area • A telephone call from the city commissioner of Albuquerque, N.M., to San Francisco Mayor George Christopher (r) marked the opening of a Bay Area sales office by Bandelier Films, Albuquerque. Henry Untermeyer, sales vice president of the animated film production firm, is pictured with the mayor as the call came in.

CBS-TV sets up grants in television writing

CBS-TV will contribute grants-in-aid to writers who "will be free to write about any idea, concept or situation they elect," Louis G. Cowan, CBS-TV president, announced in a speech last Tuesday (Feb. 17) at the annual meeting of the American Assn. of School Administrators in Atlantic City. Plans for the number of grants, amounts, eligibility requirements and timetable are nearing completion, Mr. Cowan told the educators.

Using the title, "Television and the Arts," Mr. Cowan concentrated on the role tv has played to "stimulate the creative forces in our culture." In comparing network programming with the offerings of other media, Mr. Cowan stated that "many of the arts, until the advent of television, were simply not communicable to most of the people outside the handful of great metropolitan centers. . . .

"Much of what television achieves in the evolution of new art forms will not always be readily recognized as art—any more than the jazz trumpeter and the Harold Lloyd comedy of yesterday were so recognized in their day. But do not expect that we can manage the appearance of new art forms by planning alone. What we attempt to do is to get imaginative, interested people—the best we can find—and turn them loose."

Network figures put programming on couch

An evaluation of network television programming today and a discussion of the prospects for the future were offered by the top programming executives of the three tv networks during a luncheon forum last Thursday (Feb. 19) of the New York chapter of the American Marketing Assn.

Thomas W. Moore, ABC-TV vice president, programming and talent, traced the history of television as an entertainment and advertising medium and made this point:

"No one can question that in the general area of entertainment, we [television] have no peer. There have been a few examples of success in the areas

of information and orientation. There will be more.

"I'm certain that the controversy in programming arises because television is condemned, not for what it is, but for what people might like for it to be."

Hubbell Robinson Jr., executive vice president in charge of programming for CBS-TV, acknowledged that the principal responsibility for tv programming rested with networks. Mr. Robinson asserted that networks have borne this responsibility in the past and "the degree to which they continue to exercise this responsibility will, in large measure, determine the future of tv."

Mr. Robinson was critical of the producer who proceeds from a "cynical philosophical base" that "the public accepts what is provided." He insisted there was a responsibility to provide the public with "rare and provocative programming in entertainment, information and education."

A speech designed to pinpoint network efforts to improve programs, prepared by Robert F. Lewine, NBC vice president in charge of television programming, was read to the forum by Alan D. Courtney, director of nighttime programs. Mr. Lewine conceded at the outset that upgrading tv programming is a "difficult" chore, since tv is asked to "entertain, amuse, inform and instruct every person who owns or can sit before a tv screen . . . and at the same time, we are forced to be a sales and advertising operation."

Mr. Lewine offered the opinion that "future quality improvement will occur both within accepted entertainment forms and in a renewed emphasis on the original play designed for television." But he injected this critical note into his projection:

"It occurs to me to wonder what incentive the networks must offer the client or the agency before they will wholeheartedly embrace the idea of quality in programming. Some of them fight it as if they thought viewers with different tastes would ask for equal time. Perhaps, we will need to offer a sponsor a free show for each excellent one he chooses."

3 new NTA tape series

National Telefilm Assoc., New York, is speeding up its activities in taped syndication programming. The company last week announced that *Henry Morgan & Company*, *Mike Wallace Interview* and *Juke Box Jury* starring Peter Potter, will be added to its tape syndication list, which already includes *The Life of Christ* with Bishop Fulton J. Sheen.

Both the *Wallace Interview* and *Henry Morgan* are being produced for NTA by the videotape facilities of Telestudios Inc., N.Y. *Juke Box Jury*, currently presented on KTTV (TV) Los Angeles, is being taped for NTA syndication by that station.

Military gets NBC

NBC and the Office of Armed Forces Information & Education have signed a new contract under which our military personnel will be on the receiving end of approximately 2,500 hours of the network's tv programming in the coming year. Kinescopes of live shows will be made on government facilities in Los Angeles for immediate release to low-powered armed forces tv stations overseas in areas not adequately covered by regular stations. The government will delete commercial messages.

The agreement parallels one reached by the Armed Forces and CBS last month (BROADCASTING, Jan. 26). ABC is reported to be negotiating such a pact.

NAB film aid

A common tv film problem—coordination of contract exhibition terms and station schedules—will be simplified through development of inventory and cost-control sheets, NAB's Tv Film Committee decided Thursday (Feb. 19) at a meeting held in New York. Joe Floyd, KELO-TV Sioux Falls, S.D., presided.

The committee proposes a supplement to the Tv Film Manual. This is designed, for example, to prevent accumulation of unused exhibition rights shortly before contract expiration dates. The NAB staff also will compile new ideas on grouping of feature titles for program purposes as well as ways of tieing together film, promotion and programming techniques.

A joint luncheon was held with a group of film distributors. They decided to form a permanent liaison committee. Mr. Floyd was instructed to do a film presentation on behalf of the committee at the NAB March 15-18 convention in Chicago.

Getting started • When Filmways Inc., New York, made its debut on the American Stock Exchange last Monday (Feb. 16), its 31-year-old president, Martin Ransohoff (seated) transmitted the stock's opening quotation from the keyboard control center for the American Stock Exchange ticker network, under tutelage of Edward T. McCormick, Exchange president. Stock opened on 1,800 shares at 7½. Filmways, which grossed approximately $3.75 million in 1958, expects to grow as result of recent production agreement with Warner Bros. making facilities exchange possible. (BROADCASTING, Feb. 16).

SAG approves merger

Membership of Screen Actors Guild has approved proposal for study of merger with AFTRA by more than 95% in a mail referendum. Letters asking other entertainment unions whether they would like to consider overall merger plans brought negative answers from Actors Equity Assn. and American Guild of Musical Artists.

• Program notes

• Three Arts Distributors Inc., a French film and record production company, has opened an office at 2 W. 45th St., New York 36, N.Y.; telephone: Oxford 7-5425. Maurice Gardett, president, said the New York operation "will concentrate on getting business from independent producers who want to do location shooting in Europe for tv programs or theatrical release."

• Ziv Television Programs, N.Y., reports that international business in 1958 exceeded that of 1957 by 42%. Contributing to the increase, officials said, were sales in November-December in nine countries, paced by purchases in Caracas, Venezuela, of 11 series.

• Independent licensing firm, Syd Rubin Enterprises Inc., has been formed by former CBS-TV licensing chief, Syd Rubin. He plans both to exploit juvenile market and to expand merchandise-licensing into adult and teenage areas. Firm's address: 405 Park Ave., N.Y.

• WSB-TV Atlanta is making available for nationwide use a half-hour documentary, "A Sound Life," about deaf children. The film, made at the Atlanta Speech School, was telecast this month on the station's *Road Back* rehabilitation series.

• Independent Television Corp., N.Y., in conjunction with Versaille Produc-

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tions, N.Y., last week started filming on location and at Mikaro Productions studios in New York a new adventure series, *Emergency*. With action centering on hospital emergency receiving wards, series is produced by Arthur Lewis and Robert Enders and stars Arthur Hill as an intern.

• American Television Communications, a company specializing in closed-circuit television, has been organized in San Francisco. The concern offers its services for business meetings, merchandising programs, medical education and sales meetings. Bell System lines are used for transmission. Costs of the service have been reduced, ATC says, through arrangements to use network-affiliated stations as receiving points. Joseph B. Durra, formerly producer-advertising manager, Ciba Co. (industrial films), is ATC's general manager. Address: 260 Kearny St., S.F. Telephone: Exbrook 7-5741.

• Educational-noncommercial WMSB (TV) Onondaga, Mich., has produced *Tv Goes to School*, a 16 mm film on the production of etv classes and the use of television in the classroom. The film is available from Charles Ruffing, program associate for in-school broadcasts, Michigan State U., East Lansing. WMSB expects to go on the air next month. It will share time with commercial WILS-TV Onondaga, Mich.

• Carnegie Institute of Technology, Pittsburgh, and Westinghouse Broadcasting Co., have produced *Engineering at Work*, six tv shows on basic concepts of science and engineering. After its first showing on KDKA-TV Pittsburgh, the series will be made available through the National Educational Tv Network and scientific societies.

• Interpex, a closed-circuit tv installation developed by General Electric Co.'s Technical Products Dept., Syracuse, will be used February 26-28 at the International Stamp Exhibition. Visitors at United Stamp Co.'s exhibition in the Park Sheraton Hotel, New York, will be able to view the stamps up for auction through tv sets in the auction room.

• Tele-Sound Productions Inc., Washington, has produced a stereophonic series of jingles and station breaks. A new company, Tele-Sound also creates monaural radio-tv commercials, sales aids and station promotions. The firm is at 1026 Pennsylvania Bldg. Telephone District 7-8810.

• Educational Tv & Radio Center, Ann Arbor, Mich., moves headquarters to 10 Columbus Circle (at 58th St.), New York, next month. Offices other than the president's, programming, development and public relations will remain in Ann Arbor. Film distribution will be transferred from the U. of Illinois to Ann Arbor.

• NBC announced last Thursday (Feb. 19) that "the first network use" of "fully compatible" stereophonic sound will be demonstrated for a half hour during the *Perry Como Show* on NBC Radio and NBC-TV on Saturday (Feb. 28). The network said that a compatible stereo system developed by Bell Labs. will be used during the demonstration. In other methods, according to NBC, "Much of the stereo effect is lost because the stereo pickup must be diluted to preserve satisfactory reception for radio or tv only."

• Warner Bros. begins production within a month on *The Alaskans*, an hour-long, Yukon-Klondike (circa 1898) adventure film series headed for prime evening time over ABC-TV this fall. Referred to by a studio official as *"Maverick* in the snow," the series revolves around the experiences of two men—one of integrity, the other on the opportunistic side—seeking fortunes together in the rugged frontier country.

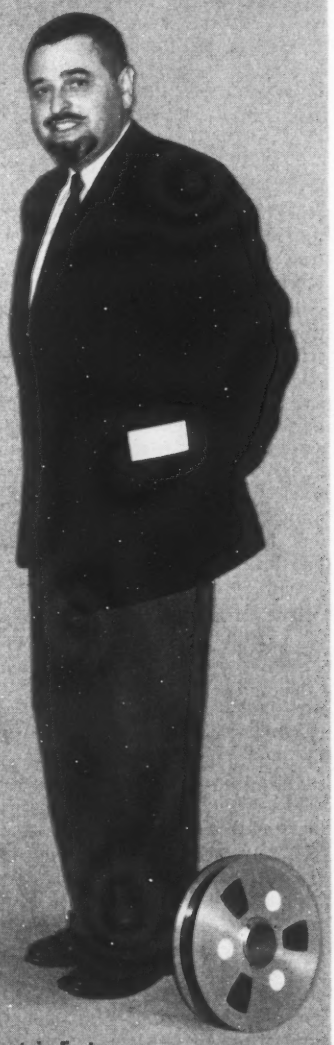
• Post-Civil War life on the Mississippi will be portrayed over NBC-TV next fall. Weekly hour-long film series possibly in color, called *Riverboat*, will be filmed by Revue Productions at Universal-International, Hollywood.

• Southern Baptist Radio & Television Commission, St. Louis, has set April 5 for first airing of *Master Control*, weekly half-hour public service variety program featuring "meaningful entertainment." Commission Director Dr. Paul M. Stevens reports program tapes will be supplied once a week at no cost to U.S. radio stations. Dr. Stevens explains that *Control* breaks with "preaching" format typical of Sunday morning religious block programming. New series features wide range of music, entertainers, sports figures, news commentators and political figures.

• British Information Services will offer a 13 quarter-hour film series tour of Britain created by an American couple, Joan and Julius Evans. Entitled *Topic*, and boasting an informal interview approach pointed toward getting to know the people, the series will be available to tv stations on free loan beginning March 1. BIS New York address: 45 Rockefeller Plaza; phone, Circle 6-5100.

• Bernard L. Schubert Inc., N.Y., on March 1 will move from 509 Madison Ave. to third floor of 505 Park Ave.

10,000 miles away but I'm sold "live"



Captain Fortune
KPIX Television (Westinghouse)

"We taped my programs before I left for a 3-week assignment in Brussels. I went on looking 'live' on an uninterrupted schedule in San Francisco. My clients were happy — and there was no loss in station revenue."

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Page Communications acquired by Northrop

Acquisition of Page Communications Engineers Inc., Washington, D.C., by Northrop Corp., (aircraft-missiles-optics-electronics), Beverly Hills, Calif., was announced last week.

Page Communications is headed by broadcast-engineering consultant Esterly C. Page, president and founder, and Joseph A. Waldschmitt, executive vice president. The broadcasting consulting firm of Page, Creutz, Steel & Waldschmitt is not involved in the deal.

Page Communications is owned one-third each by Messrs. Page and Waldschmitt, with the other third held by about 150 stockholders. The firm, operating at an annual rate of $13-14 million, has designed and built communications systems (particularly scatter circuits) on a national and international basis (North Atlantic, Pacific, North Africa, Italy, Turkey, Scandinavia). It will be continued as a subsidiary of Northrop with the present management remaining in charge.

The transaction involves the issuance of 95,000 shares of Northrop Corp. common in exchange for 100% of Page Communications. Northrop stock was quoted at 34⅛ earlier in the week when the sale was announced—making the deal $3.25 million.

In addition, Northrop has been paying a $1.60 annual dividend; thus Messrs. Page and Waldschmitt will also each realize over $50,000 yearly in addition to their regular salaries if dividends are maintained.

Mr. Page has been in communications work since 1920. He served as engineering vice president of MBS until 1947 when he resigned to form his own consulting and communications firm. In 1954 Page Communications was incorporated as a separate entity. Mr. Page served with the U.S. Army Signal Corps in World War II. Mr. Waldschmitt was a development engineer in fm and tv in New York prior to World War II. During the war he served as a staff member of the Radiation Lab, Cambridge, Mass., and in the China-Burma-India theatre specializing in Loran navigation systems.

Midget camera-station

A tiny, battery-operated tv camera which weighs nine pounds, transmits pictures of commercial quality and has a range of 1,000 miles has been reported developed by electronics engineers of Lockheed Missiles & Space Div. at Sunnyvale, Calif. The small "tv broadcasting station" has a tube-shaped camera less than 8 inches long and two inches in diameter, weighing 2 pounds, 10 ounces. The gear includes a 50 w fm sending set for transmissions and has automatic controls. It can run on external power sources or use a dry-cell battery weighing another 4 pounds. It was designed for use in a space missile to transmit pictures from inside the missile to the ground. It was noted that it is not suitable for aerial observation of the earth from ranges greater than 40 miles because of optical limitations of the lens.

Banner hi-fi year forecast at L.A. show

Manufacturers of high fidelity equipment will enjoy a record year in 1959, Joseph N. Benjamin, president of the Institute of High Fidelity Manufacturers, said last week at the opening of the 1959 Los Angeles High Fidelity Music Show, held Wednesday-Sunday (Feb. 18-22) at the Biltmore Hotel.

From 1950, when hi-fi actually got started with total component retail sales of about $12 million, it has grown to an industry whose 1958 sales were $260 million, Mr. Benjamin reported, with the 1959 total expected to top $300 million.

"The age of stereo" was the theme of the L.A. hi-fi show. It was carried out in some $5 million worth of stereo components displayed by more than 100 manufacturers, filling 111 rooms with music and the halls with a cacaphony of conflicting sounds. Attendance, at $1 a head, was expected to hit 40,000 well ahead of last year's more than 30,000 figure.

A demonstration by KMLA (FM) Los Angeles in conjunction with Calbest Electronics Co., presented stereo produced by a main fm carrier and a multiplex subcarrier that utilized only 20% of the multiplex spectrum, permitting the station to broadcast closed-circuit background music for commercial application on another multiplex subcarrier at the same time. The narrowband system is based on research showing that directional information needed for stereo is contained in the frequency range from 200 to 3,000 cycles, it was explained.

Low light bill • GE's new supersensitive tv camera tube can function without light. Normal light was used for model Louise Estes' picture on tv monitor at left, total darkness opposite. The low-light-level tube, developed by GE's Power Tube Dept., is expected to be useful in military and commercial closed-circuit tv.

• Technical topics

• RCA Labs has established the title of Fellow, Technical Staff, "in recognition of continued outstanding individual achievement in the field of research" by employes. Eight RCA Labs scientists designated fellows are Alda V. Bedford, Herbert Belar, Clarence W. Hansell, Ray D. Kell, Nils E. Lindenblad, Dwight O. North, Edward G. Ramberg and Albert Rose. RCA Labs also announced appointment of three associate laboratory directors: Harwick Johnson, Leon S. Nergaard and Jan A. Rajchman.

• A tv camera tube with a memory, the "Permachon," has been developed by Westinghouse's electronic tube division. It acts as an "electronic film," freezing a scene on a tv picture tube for periods up to one hour after only split-second exposure. Application is anticipated in air traffic control, military and medical fields and for racetrack photofinish.

• Standard Electronics, division of Radio Engineering Labs, Long Island City, N.Y., is introducing a line of fm broadcasting transmitters for fm/fm stereo and other multiplex services as well as simplex operation. Standard has begun making 250 w and 3 kw transmitters and 3 kw amplifiers and plans to have 1 kw and 10 kw transmitters and 10 kw amplifiers soon. The equipment will be shown at the NAB Convention in Chicago, March 15-18.

• Radio Engineering Labs., Standard Electronics Div., Long Island City, N.Y., is introducing a line of fm broadcast transmitters fm/fm stereo and other multiplex services as well as for simplex operation.

FATES & FORTUNES

Advertisers

Mr. Elting

• VICTOR ELTING, vice president in charge of advertising, Quaker Oats Co., Chicago, takes on additional merchandising duties in realignment of company's sales, advertising and merchandising activities. WILLIAM G. MASON, vice president on cereal sales, appointed marketing head. ROBERT D. STUART, vice president on pet foods, named to grocery product sales and J. L. SPANGENBERG appointed director of commercial research.

• WILLIAM G. REYNOLDS, v.p., and JOSEPH H. MCCONNELL, general counsel, elected executive v.p.'s of Reynolds Metals Co., Richmond, Va.

• PERRY L. SHUPERT, v.p. in charge of sales and advertising, Miles Labs, Elkhart, Ind., named to board of directors of Advertising Federation of America.

• DAVID S. PEOPLES named comptroller of R. J. Reynolds Tobacco Co., Winston-Salem, N.C., succeeding STUART M. SCOTT, who retires March 1 after 45 years of service. Mr. Peoples was previously senior staff accountant of Ernst & Ernst.

• HARVEY KRAM, formerly director of manufacturing, Leviton Mfgr. Co., N.Y., appointed operations consultant to president of Revlon Inc., N.Y.

• WILLIAM GOLDING, formerly with Ziv Television Productions and Crosley and Bendix divisions of Avco Mfg. Co., appointed utility administration coordinator for Norge Div., Borg-Warner Corp. He will be responsible for Norge utility appliance advertising and marketing.

• ED STERN, formerly advertising manager of Futorian-Stratford Furniture Co., Chicago, to Dormeyer Corp., that city, in similar capacity. ALLAN ROSENBLUM, formerly of Kuttner & Kuttner Adv., Chicago, to Dormeyer as assistant advertising manager.

Agencies

• MILTON SUTTON, creative director, named senior v.p. and director, Zlowe Co., N.Y.

• SHERWOOD DODGE, formerly executive v.p. of Fletcher D. Richards Inc. and before that national marketing director, Foote, Cone & Belding, to Warwick & Legler Inc., N.Y., as v.p. and marketing director, effective March 2.

Mr. Gury Mr. MacLennan Mr. Pinkham

• JEREMY GURY JR., ROSS MACLENNAN and RICHARD A. R. PINKHAM elected members of board of directors and senior v.p.'s, Ted Bates & Co., N.Y. Mr. Gury, named senior v.p. in charge of creative operations, formerly was v.p. and creative director; Mr. MacLennan, senior v.p. and account group head, has been v.p. since 1955; Mr. Pinkham, senior v.p. in charge of broadcast operations, has been v.p. of tv and radio since 1957.

Mr. Fischer

• FREDERICK S. FISCHER, formerly financial management executive with CBS, named v.p. and general manager of Product Services Inc., N.Y.

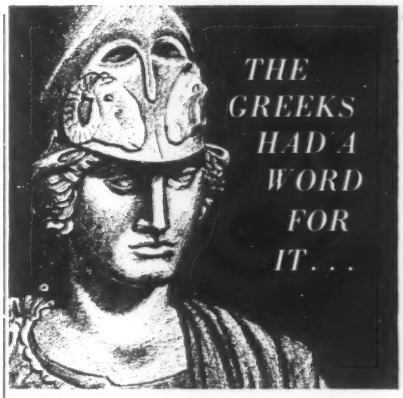
• ANDREW N. VLADIMIR, account executive on American Tobacco Co.'s international advertising campaign as well as Norwich Pharmacal Co. for Gotham-Vladimir Adv., N.Y., elected v.p.

• BARRETT WELCH, v.p., Sullivan, Stauffer, Colwell & Bayles, elected to executive committee; LEO J. KEEGAN, with agency since 1951, named associate director of research; DONALD J. MOONE, associate merchandising director named account executive on Lever Bros. account; REED BADGLEY, formerly of Lehn & Fink Products Corp. and ANTHONY R. CANGEMI, formerly of Young & Rubicam, named account executives on Carter Products and Best Foods accounts, respectively.

• SYLVAN TAPLINGER, director of radio-tv, Doner & Peck, N.Y., elected v.p.

• ALBERT TILT III, member of Erwin Wasey, Ruthrauff & Ryan account staff, named v.p.

• CHARLES P. DAVIS, v.p. and account supervisor at Hixson & Jorgensen, L.A., has joined Robinson, Jensen, Fenwick & Haynes, that city, as account executive-supervisor and member of agency's



MINERVA

ΣΟΦΙΑ

Wisdom

MINERVA (Gr.—Pallas Athena) was thought by the Greeks to have had no mamma—supposedly she sprang, full grown and in full armor, from the brow of her father, Zeus (which strikes *us* as a likely story!). She may have given her father a terrific headache, but to the Greeks this goddess embodied Wisdom and Reason.

We like to think that a lot of agency time-buyers and WCKY advertisers have the same Minerva-like qualities of Wisdom and Reason, because after they have applied the logic of Reason to the buying of Radio time in Cincinnati, they exercise Wisdom in selecting WCKY to carry their advertising.

And the reasons are ample:

1. Adult listening audience

2. 50,000 Watts of Selling Power, covering ALL of the Cincinnati trading area.

3. Modern music, news and service, 24 hours a day.

4. Air salesmen who S E L L your product.

5. Listener loyalty built over 30 years of broadcasting.

. . . . . You can be a Minerva, too! Let Tom Welstead in WCKY's New York office or AM Radio Sales in Chicago and the West Coast, show you the REASON and the WISDOM in buying WCKY.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

plans board and business development committee.

• CHARLES A. CONRAD JR., account executive at Dancer-Fitzgerald-Sample, Chicago, elected v.p.

• FRED LEVITT, with Dancer-Fitzgerald-Sample, N.Y., past three years, named manager of agency's radio-tv operations department.

• JOHN H. COLEMAN, with Campbell-Ewald Co., Detroit, since 1948, named associate creative director of tv-radio department. DONALD L. MILLER, with agency since 1954, succeeds Mr. Coleman as supervisor of tv-radio production.

• JOHN MCCULLOUGH named creative director of Philadelphia office of W. B. Doner & Co. Other appointments: MARILYN COLEMAN as radio-tv writer and PAUL DIETZ placed in charge of new business.

• GEORGE BOLE, formerly head of tv film commercial production at Universal International Pictures, Hollywood, appointed to similar capacity at Leo Burnett Co., that city.

• MAX FETTY, formerly v.p. of Delta Tank Mfg. Co., Baton Rouge, La., joins Gillis & Hundemer Inc., Baton Rouge advertising and public relations agency, as corporate member. Firm will henceforth be called Gillis & Hundemer & Fetty Inc.

Versatile lass • Marie Janice, Cunningham & Walsh casting director who buys talent for the agency, was "discovered" when she performed at an Advertising Men's luncheon in New York. Ed Friendly, producer of CBS-TV's *Jimmy Dean Show*, was so impressed that he signed her for a guest appearance. On Feb. 11 she was interviewed by Mr. Dean (above) and sang "Foggy Day in London Town."

• WILLIAM C. GEOGHEGAN, formerly advertising director of Gunther Brewing Co., Baltimore, appointed v.p. of James B. Rogers Assoc., that city.

• MARLIN B. KREIGHBAUM and WILLIAM C. HARKINS named v.p.'s of Ross, Flink & Livengood Inc., Peoria, Ill. Mr. Kreighbaum will direct copy and media, Mr. Harkins, art and production.

• VINCENT C. SKELTON, with MacManus, John & Adams, Bloomfield Hills, Mich., research department for past two years, made research director. JOHN B. CALDWELL, head of own marketing consultant firm for past six years, appointed director of marketing for MJ&A.

• DAVID G. WATROUS, management supervisor and member of plans board, Benton & Bowles, N.Y., to Tatham-Laird, Chicago, as account supervisor.

• GENE MCMASTERS, formerly of Warwick & Legler, N.Y., to Ogilvy, Benson & Mather Inc., that city, as account supervisor on Vick double-buffered cold tablets.

• ROLAND C. JOHNSTONE, with Young & Rubicam, N.Y., since 1940, and ARTHUR N. SELLER, art director since 1951, appointed art supervisors.

• HARRY P. MAZZA, with Kudner Agency, N.Y., since 1952 in control department, and as assistant account executive, promoted to account executive on Colorforms account.

• MEL O'NEIL, formerly of Walter C. Davison agency, L.A., appointed account executive of Beckman-Koblitz Adv., that city.

• WILLIAM A. MANHEIMER, formerly head of his own agency, Merritt-Manheimer Inc., appointed account executive of R. I. David & Co., Chicago.

• SOL SHEIN, formerly of Altec Lansing Corp., Anaheim, Calif., to Don Frank & Assoc., that city, to handle industrial and electronic accounts.

• LESTER J. HARMON, formerly with Foley Adv., Phila., to Werman & Schoor Inc., that city, as director of tv-radio.

• JOHN R. CLEMENT, formerly radio-tv director of Dan Lawrence Adv., San Diego, Calif., to Houck & Co., Roanoke, Va., in similar capacity.

• WILLIAM J. BRITTAIN, formerly advertising and sales promotion manager of American Kitchens Div., Avco Mfg. Corp., to Krupnick & Assoc., St. Louis, as copy chief.

• ROY A. MAY, formerly program director and newscaster of WIL St. Louis, to Gardner Adv., that city, as radio-tv production supervisor.

• DOROTHY DEERE, newspaper and publicity writer, appointed by John W. Shaw Adv., Chicago, as press relations director for its client, Mercury Records. TOM SCHLESINGER, former publicity director, to head up new Mercury International artists relations staff and liaison with affiliates here and abroad.

• MARY E. LOEBER, formerly of McGavren-Quinn, S.F., to BBDO, that city, as timebuyer.

• ROBBIE LANDERS, timebuyer at John W. Shaw Adv., Chicago, has resigned and is leaving agency business.

Networks

• JAMES MCELROY, for past 12 years member of Mutual's sales department, named eastern sales manager.

• MALCOLM MACGREGOR, executive producer of NBC educational television project, appointed manager of public affairs.

• RUSSELL JONES, formerly chief eastern European correspondent for United Press International, to CBS News' staff of correspondents, N.Y. He will join Washington bureau later.

• PERRY B. FRANK, for past 3½ years account executive of ABC-TV N.Y., has resigned.

IMN·PACT
WITH THE
INTER MOUNTAIN NETWORK
Fastest Growing Market in Colorado
COLORADO SPRINGS
has
KYSN
Inter Mountain Network Affiliate
THE #1 STATION
Proved by Pulse & Hooper
Better than 40% Share
ALL DAY
Ask your Avery-Knodel man
The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

• BILL STERN, Mutual sportscaster, presented with Award of Merit by National Exchange Club for his 26 years of broadcasting "designed to thwart juvenile delinquency." Award, presented in connection with National Crime Prevention Week, also commended Colgate Palmolive Co. for its participation and support of Mr. Stern's campaigns.

Stations

Mr. Sinclair

• JOHN L. SINCLAIR JR. named general manager of Charleston, W. Va., operation of WSAZ-TV Huntington, W.Va., and general manager of WKAZ Charleston. DON O. HAYES named station manager of WKAZ, succeeding THOMAS MURRAY.

• VIRGIL SHARPE resigns as v.p. and general manager of KOWH Omaha.

• BOB FOX, formerly Los Angeles sales manager of KFOX Long Beach, Calif., named general sales manager of KRKD-AM-FM Los Angeles, effective March 2.

Mr. Holmes

Mr. Shaffer

• ROSS HOLMES, sales manager of WSPA-AM-FM Spartanburg, S.C., named station manager, succeeding ROGER SHAFFER, named national sales manager of WSPA-TV, replacing CHARLES BELL, who becomes executive v.p. of WSAV-AM-TV Savannah, Ga. Mr. Holmes joined WSPA in 1948 and was made sales manager in 1952. Mr. Shaffer joined station in 1940 and was appointed manager in 1947. JACK SHOLAR continues as local-regional sales manager of WSPA-TV.

• THOMAS E. CARROLL, with Time Inc. since 1953, named business manager of Time stations WFBM-AM-TV Indianapolis.

• DICK FAIRBANKS, formerly advertising director of *Wichita Beacon*, appointed national sales manager of KTVH-TV Hutchinson, Kan.

• A. H. (CHRIS) CHRISTENSEN, formerly advertising-sales promotion manager of WJZ-TV Baltimore, to KPIX (TV) San Francisco in similar capacity. Both stations are WBC outlets.

• HERB CARL, formerly program director of KONO San Antonio, Tex., named station manager of KENS, that city. Mr. Carl will continue his duties as air personality.

Mr. Carl

• JAMES K. WHITAKER, formerly general manager of WQOK Greenville, S.C., named regional sales manager of WIS Columbia, S.C. Other WIS appointments: JOHN WRISLEY, formerly of WSAV Savannah, Ga., director of local sales and program planning; HOWARD L. HAMRICK, formerly of WPTF Raleigh, N.C., program director; JOHN C. THORNE, formerly of Tom Daisley Adv., Columbia, program manager, and HOMER V. FESPERMAN, formerly of WSTP Salisbury, N.C., assistant program manager.

Mr. Paschall

• BEN PASCHALL, general manager of KFXM San Bernardino, Calif., has resigned to join KWIZ Santa Ana, Calif., as executive v.p. Mr. Paschall has purchased KWIZ stock formerly held by Hal Davis, who left station in December to open advertising agency in Hollywood. NORMAN KEATS, sales manager of KFXM San Bernardino, Calif., promoted to general manager, succeeding Mr. Paschall. ROY CORDELL, sales manager of KAFY Bakersfield, Calif., made director of operations of both KFXM and KAFY. LYLE KILGORE, chief engineer of KFXM, named program director of that station and AL ANTHONY, production director of KAFY, made program director there.

• CHESTER C. STEADMAN JR., with WCOP-AM-FM Boston as account executive past three years, promoted to sales manager.

• STAN LO PRESTO, for past two years chief engineer of WKIT Mineola, N.Y., named general manager, replacing WALTER WARE, who has joined Paris & Peart Adv., N.Y. HY FINKELSTEIN, station salesman, named sales manager.

• ORVILLE C. SCHUMACHER named general manager of KCAL Redlands, Calif., replacing HOMER GRIFFITH, resigned.

• SHELDON A. ENGEL, assistant general manager of KRIZ Phoenix, Ariz., promoted to station manager.

• HEWEL JONES, formerly commercial manager of KXOL Fort Worth, Tex.,

AN APPLE FOR THE TEACHER...

Ed Zack — Morning Mayor of the Quint-Cities — presents a sack of apples to the "Teacher of the Day" . . . a daily feature of Ed's Music '59 Show — 6 to 9 a. m. on WOC.

It's WOC and "Mayor" Ed Zack saying, "Thanks," to one of those very special people who look after tomorrow's generation.

Another reason for the top listening interest of the right people . . . to WOC.

To reach — and sell — these "right" people, call your PGW Colonel for availabilities.

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF, IOWA
ROCK ISLAND, MOLINE, EAST MOLINE, ILL.

RADIO AM | FM

NBC 5000 WATTS AM

COAST LINE PICKS JACKSONVILLE

W. Thomas Rice, President
Atlantic Coast Line Railroad

The Atlantic Coast Line Railroad has picked Jacksonville for its new 17-story headquarters office building. The Coast Line's choice of Jacksonville is evidence of their faith in the State of Florida's Gateway City and Jacksonville is enthusiastic over this latest addition to the rapidly expanding North Florida economy.

AND JACKSONVILLE PICKS WFGA-TV

In Jacksonville, Jaxons have picked WFGA-TV, Channel 12 as the best family station in the huge $1½ billion North Florida-South Georgia market.

NBC and ABC Programming.

Represented nationally by Peters, Griffin, Woodward, Inc.

(Second of a Series)

WFGA — TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations
Radio Stations

50 East 58th Street
New York 22, N. Y. ELdorado 5-0405

COAST TO COAST AND CANADA TOO!
EVERYWHERE
"Dear Friend"

Radio's *original* modern family advice feature is Radio's *BIG* audience-building and *commercial* HIT!

Now available *on tape* or in script form.

For the exclusive option in your market, wire, phone or write today!

Copy Service Bureau
228 N. LaSalle St., Chicago 1, Ill., Suite 1203
Financial 6-2657

named station manager of KTOW Oklahoma City.

• STEPHEN J. ATANIAN promoted to sales manager of WARE Ware, Mass. Other WARE appointments: GEORGE STEPHAN as operations manager, BRUCE LUNSFORD as chief announcer and EDDIE STEWART as air personality.

• DON SPRINGGATE, with WEAW-AM-FM Evanston, Ill., past three years, named assistant stations manager.

• RUSSELL HOFFMAN, program director, KDUO (FM) Riverside, Calif., promoted to station manager. HOWARD HODGKINS, formerly with KMLA (FM) Los Angeles, succeeds Mr. Hoffman. DICK CLOKE joins KDUO as account executive.

• DON PROPST, sales manager of KNOB (FM) Long Beach, Calif., has been promoted to station manager.

• FRED M. JORDAN, formerly account executive of WPTV (TV) West Palm Beach, Fla., named peninsula advertising representative of WAVY-AM-TV Norfolk-Portsmouth, Va. He will headquarter at new sales office in Newport News at 3400 Huntington Ave. Telephone: Chesnut 4-4911.

• JOHN HANSEN, formerly station manager of KABC-AM-FM Los Angeles, appointed local sales manager of KCOP (TV), that city. HENRY FLYNN continues as assistant sales manager concentrating on program and national spot sales. BILL STANLEY continues as director of special promotions.

• NICHOLAS M. PAGLIARA, formerly v.p. and general manager of WIL St. Louis, named administrative assistant to general manager and film director of KPLR-TV, that city.

• DAN VERBEST promoted from junior account executive to director of merchandising and sales service, WXIX (TV) Milwaukee.

• BILL MASON, farm editor-reporter of WLS Chicago and president of Illinois Farm Writers & Broadcasting Assn., appointed farm program director.

• ROBERT BRECHNER, program v.p. of KTTV (TV) Los Angeles, named president of Michael Burke Foundation, created in memory of three-year-old who lost his life on operating table from cardiac arrest during minor surgery, to help prevent similar surgical accidents.

• AMOS EASTRIDGE, promotion manager of KMTV (TV) Omaha, Neb., past four years, named merchandising manager. Other KMTV appointments: BILL HUGHES, national sales and service representative, and GALEN LILLETHORUP, promotion manager.

• GEORGE PARADIS, formerly public relations director of United Community Services, Portland, Me., named sales promotion director of WCSH-AM TV, that city.

• JOHN FREDERICK COLLINS, formerly assistant manager of American News Co., to WORC Worcester, Mass., as director of merchandising and sales promotion.

• ARCHIE LEONARD, 42, director of WHO-TV Des Moines, Iowa, died Feb. 7 following heart attack while acting in amateur performance of Shakespeare's "The Taming of the Shrew." Mr. Leonard, who joined WHO-AM-FM as announcer in 1950, had been in several movies before entering broadcasting.

• LESTER DINOFF, formerly with Rank Film Distributors of America Inc. in publicity and promotional capacity, appointed director of publicity for WMGM New York.

• CHIP CIPOLLA, reporter and newscaster, WHLI - AM - FM Hempstead, L.I., promoted to director of news.

• JERRY MILLER, on KONO San Antonio programming staff, and DOUG CHINA, on station's production staff, named program director and production director, respectively.

• HOWARD MORGAN to WFPA Fort Payne, Ala., as news editor and air personality. Other WFPA appointments: JOE DEATON, formerly of WISE Asheville, N.C., air personality, and JOHN ALEXANDER, chief engineer.

• DIRK L. SCHAEFFER, formerly head of public relations of WIP Philadelphia, to WWBZ Vineland, N.J., as director of public relations and continuity.

• JOHN COFOID, with WOW-TV Omaha, Neb., since July 1956, promoted to assistant promotion manager.

• DIANA LOOMIS, formerly of Universal International Pictures, appointed director of publicity-public relations of KFWB Los Angeles.

• BARNEY GROVEN, formerly of KOCY Oklahoma City, to KFDA Amarillo, Tex., as news chief, production director and d.j. Other KFDA appointments: JOE RAMAY, formerly of KLOS Albuquerque, N.M., as member of programming and production; RUTH PATRICK, formerly of KVII (TV) Amarillo, as traffic chief, and CHUCK IRVIN rejoins after service with U.S. Army

• CHARLES R. SCHON appointed news director of WMBR-AM-FM Jacksonville, Fla.

• WILLIAM F. BALTHASER, morning news director of WDEL Wilmington,

Del., has been awarded second annual Earl Godwin Memorial Award by NBC News. Mr. Balthaser will leave in April to spend six months in London as NBC correspondent.

• TOM GILLIES, program director of WTRL Bradenton, Fla., moves to sales department as account executive. GORDON WYLLIE succeeds Mr. Gillies as program director. Both continue present duties as air personalities.

• RICHARD MARTIN, with WWDC-AM-FM Washington past 2½ years, named account executive.

• BERT WEILAND, formerly sales executive of Ziv Television Programs, to WBAL-TV Baltimore as account executive.

• STUART ARMSTRONG, news director of WITI-TV Milwaukee, and NEIL SEARLES, formerly general manager of WFOX Milwaukee, appointed account executives of WITI-TV.

• EDWIN D. GIMZEK, formerly program director of WWBZ Vineland, N.J., to WIP Philadelphia program-production staff.

• JACK DOWNEY, formerly assistant to director of program services, CBS Television Stations Div., appointed executive producer at KMOX-TV St. Louis.

• LEW IRWIN, news director of KPOL Los Angeles, to host new series of news and interviews, *Lew Irwin Reports*, on KABC-TV Los Angeles.

• JOSEPH GARRETSON, formerly reporter and columnist of *Cincinnati Enquirer* and *Times-Star*, to WKRC-AM-FM-TV, that city, as newscaster and commentator. GENE BRENT, formerly air personality of WHTN-AM-FM-TV Huntington, W.Va., to WKRC-AM-FM as announcer.

• DOUG DUPERRAULT, formerly promotion manager of KTBS-TV Shreveport, La., to promotion department of WTAR-AM-TV Norfolk, Va.

• ROBERT J. REVERMAN, formerly with KPIC (TV) Roseburg, Ore., to sales staff of KIRO-TV Seattle, Wash.

• WILLIAM P. MCGOWAN, formerly news editor of WHTN-TV Huntington, W.Va., to WCSH-TV Portland, Me., as newscaster.

• BOB GALLAGHER joins WEEI-AM-FM Boston news staff.

• MORT NUSSBAUM, formerly national radio director of 20th Century-Fox Film Corp., N.Y., and air personality of WBBF Rochester, N.Y., to WVET Rochester as air personality, effective March 30.

• DICK WAHL, formerly air personality of KRKO Everett, to KOMO Seattle, both Washington, in similar capacity.

• BARRY KAYE, formerly air personality of WAMP Pittsburgh, to KLAC Los Angeles in similar capacity. GEORGE CHURCH III takes over afternoon d.j. slot at KLAC, replacing JACK SLATTERY, resigned to devote full time to announcing on Art Linkletter shows.

• DUKE NORTON, formerly of KLAC Los Angeles, to KBIQ (FM), that city, as air personality. Other air personalities at KBIQ: JAY JASIN, formerly KVFM Van Nuys, Calif.; RUSS WYLIE and MERRIT JOHNSON, both formerly of CBS, Los Angeles; BOB O'DONNELL, formerly WHEC Rochester, N.Y.; AL DAVIS, formerly program director of North Country stations in Vermont, and JACK WAGNER, KBIQ program director, who will also handle d.j. duties.

• LOUIS GUTENBERGER, formerly air personality of KSO Des Moines, Iowa, to KGMS-AM-FM Sacramento, Calif., in similar capacity.

• LEW SHORT, formerly of Ketchum, MacLeod & Grove Inc., Pittsburgh, to WAMP-WFMP (FM) that city, as announcer.

• MICHAEL BRADLEY to KOBY San Francisco as air personality, replacing CHARLES LYNN, who moves to KOFY San Mateo, Calif.

• BILL CRABLE, formerly of KXOK St. Louis, to KSD, that city, as air personality.

• DON PITTS, formerly air personality and program director of KKIS Pittsburgh, and ROD MCKUEN, formerly air personality of KROW Oakland, both California, to KPIX (TV) San Francisco as air personalities.

• OWEN SPANN and RON GLEASON to KCBS-AM-FM San Francisco as air personality and sales promotion assistant, respectively.

• BILL KING, formerly sportscaster of KOLN-TV Lincoln, Neb., to KSFO San Francisco as assistant sportscaster.

• JOHNNIE WALSH, formerly air personality of KEDO Longview, Wash., to KAYO Seattle in similar capacity.

• FRANK H. FORRESTER, weathercaster of WJXT (TV) Jacksonville, Fla., to WRC-TV Washington in similar capacity.

• TAL TRIPP, formerly news editor of KOIN-TV Portland, Ore., to KGW-TV, that city, as reporter-photographer.

• TOM COLLINS to WKBZ Muskegon, Mich., as air personality.

• BLAKE RITTER to WRCV Philadel-

Now! 50,000 watts*

WAPI
Birmingham, Alabama

*5,000 nighttime

Represented nationally by the Henry I. Christal Co., Inc.

One hundred eleven* national and regional spot advertisers know Terre Haute is not covered effectively by outside TV

*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

phia as staff announcer and newscaster. TOM PETTIT, formerly news editor of WCCO-TV Minneapolis, to WRCV-AM-TV news department.

• PHIL HARLOW, formerly news director of WACO Waco, Tex., to WOAI-AM-TV San Antonio as newscaster.

• KENNETH F. ALLEN, formerly of WROW and WTEN (TV), both Albany, N.Y., to WTIC - AM - FM - TV Hartford, Conn., as announcer.

Representatives

• FRED L. BERNSTEIN, formerly general manager of Forjoe & Co.'s Atlanta-southern sales division, named v.p. and general manager of Forjoe's New York-eastern sales division.

• RAY H. KREMER, with CBS Radio Spot Sales since March 1955 as account executive and manager of sales development, Chicago and New York, appointed eastern sales manager, N.Y.

• BERNARD I. OCHS, formerly general manager of Forjoe & Co.'s southeastern office, has formed his own station representative firm, The Bernard I. Ochs Co., Atlanta, Ga. Mr. Ochs was previously general sales manager of WLWA (TV) Atlanta. Firm, which will function as southeastern representative for radio-tv stations, is located at 1401 Peachtree St., N.E., Atlanta. Telephone: Trinity 5-9403.

• THOMAS C. HARRISON, sales manager of Henry I. Christal Co., N.Y., to John Blair & Co.'s New York sales staff, effective March 2. Mr. Harrison was previously manager of Blair's St. Louis office but resigned in July 1957 to become v.p. and network sales manager of ABC Radio.

Programming

Mr. Marthey

• KEN MARTHEY has resigned as tv-radio group head of McCann-Erickson to become v.p. in charge of tv spot production for United States Productions Inc., N.Y. Mr. Marthey was previously with Benton & Bowles as senior tv producer.

• GERALD E. LIDDIARD, formerly v.p. of Jayark Productions, named v.p. in charge of sales of Synditape Inc., N.Y., subsidiary of Guild Films Co.

• H. WILLIAMS HANMER, v.p. and general counsel at Wilding Picture Productions Inc., tv and motion picture film firm, elected president, succeeding C. H. BRADFIELD JR., who becomes board chairman.

• ALFRED L. MENDELSOHN, assistant sales manager, Universal Pictures Co.'s tv division, to Elliot, Unger & Elliot, N.Y., as general sales manager.

• SANFORD ABRAHAMS, assistant national advertising and publicity director of Allied Artists, has been promoted to advertising and publicity director, succeeding JOHN C. FLINN, who resigns to join Columbia Pictures March 6.

• HARRY B. SIMMONS, formerly with ABC Radio Chicago sales force, appointed account executive, ABC Films Inc., covering Ohio, Indiana and Kentucky.

• LOUIS MELAMED, with CBS for nine years as producer and director, to National Telefilm Assoc., N.Y., as executive producer.

• H. I. BUCHER, general attorney, National Telefilm Assoc., elected secretary.

• LEWIS RACHMIL, producer for Columbia Pictures, Hollywood, appointed producer for Ziv Television Programs, that city.

• KEN ISRAEL, formerly of Telestar Films and Flamingo Films, to Banner Films sales staff as midwest manager, headquartering in Pittsburgh.

Equipment & Engineering

• ALBERT HASELMAN, formerly executive v.p. in charge of sales and engineering, Communications Products Co., Santa Barbara, Calif., appointed v.p. and general manager of Prodelin Inc., Kearny, N.J., makers of antenna systems and transmission lines.

• HY BRODSKY, with Allen B. Du Mont Labs, Clifton, N.J., since January 1956, named public relations director.

• JACK S. BELDON, formerly marketing manager, General Electric Co.'s tv receiver department, Syracuse, N.Y., to RCA's consumer products staff to assist on sales and merchandising of radios, phonographs and television sets. TUCKER P. MADAWICK, formerly of Raymond Loewy Assoc., N.Y., named manager, product styling, RCA Victor tv division.

• BRAD KROHA promoted from staff assistant to national merchandising manager of Motorola Communications & Electronics Inc., sales and service subsidiary of Motorola Inc., Chicago.

Allied Fields

• DOROTHY FURMAN, account executive in Los Angeles office of Harshe-Rotman, has formed her own company, Furman Public Relations, with offices at 225 S. Beverly Dr., Beverly Hills, Calif. Telephone: Bradshaw 2-1004.

• GORDON BURNS, formerly assistant to director of public relations, Philip Morris Inc., to Communications Counselors Inc., N.Y., as account representative.

• THOMAS J. BROWN, formerly tv-radio account executive, McCann-Erickson, N.Y., named account executive for U.S. Broadcast Checking Corp., N.Y.

• JOAN M. PAUL, for past year script and story researcher, National Council of Catholic Men, N.Y., appointed radio producer of council.

• JOSEPH A. MCDONALD, formerly of NBC legal department, will be honored at dinner under joint auspices of Copyright Luncheon Circle and Copyright Society of U.S.A. in New York tomorrow (Feb. 24). Mr. McDonald now is with Washington law firm of Smith, Henessy and McDonald.

Government

Col. Williamson

• COL. MELVIN E. WILLIAMSON, 59, in executive capacities with radio stations and agencies on West Coast for two decades, died Feb. 15 at Scott Airfield, Illinois, where he was stationed. Col. Williamson was with KHJ and KMPC, both Los Angeles, and later established west coast offices for Lennen & Mitchell and also Geyer, Cornell & Newell. In May 1951, he was called back to active duty and named head of radio-tv branch, Office of Armed Forces Information & Education, Dept. of Defense. He is survived by his wife, former Lorna Ladd, and daughter.

International

• C. W. VAN HOUTEN, Toronto office of Young & Rubicam Ltd., and YVES J. MENARD and E. S. CLEMENTS, Montreal office, appointed v.p.'s.

• W. VIC GEORGE, formerly manager of CFCF Montreal, Que., to assistant general manager of operation divisions of Canadian Marconi Co. Ltd., Montreal, Que., owners of CFCF.

• SPENCE CALDWELL, president of S. W. Caldwell Ltd., Toronto, Ont., tv film importer and producer, elected president of Assn. of Motion Picture Producers & Labs of Canada, succeeding ARTHUR CHETWYND, president of Chetwynd Films Ltd., Toronto. GERALD S. KEDEY, president of Motion Picture Centre Ltd., Toronto, and HENRY MICHAUD, director of Omega Productions Ltd., Montreal, elected v.p.'s.

• CHARLES N. KNIGHT, Ontario sales manager of Canadian Petrofina Ltd., Toronto, to sales manager of CFPL London, Ont.

Commuter come-on • ABC Films Inc. has placed what it calls "the first syndicated tv film outdoor trade ad" for its *26 Men* western tv series on the side of a tenement building on Park Ave. at 122nd St. in New York's Harlem district to catch the eye of Westchester County or Connecticut advertising agency commuters enroute to work.

Viewers pick their flicks

WTAE (TV) Pittsburgh gave viewers a chance to pick the flicks themselves through page ads run two days in three local papers listing 200 feature films in the station library. When some 4,000 viewers responded the first week, WTAE had to farm out the counting job.

In the print ads, readers were asked to mark on a coupon 10 movies out of the 200 they would most like to see, with results to determine scheduling by WTAE over the coming months.

The idea for the movie promotion was developed in conjunction with WTAE's advertising agency, Lando Adv., Pittsburgh. It was based on a test promotion using a single tv announcement. In a 30-second spot during a late movie, viewers were asked to choose four favorites out of a list of eight movie titles. Several hundred responded.

Pocket pool invades tv

Match-play pocket billiards bowed on Chicago television Feb. 16 with *Ten-Twenty*, adapted for WBKB (TV) viewing by sportscaster Joe Wilson and cueist Frank Oliva. Joining as co-sponsors of the weekly eight-inning match between two opponents are billiard and bowling proprietors within 100 miles of Chicago.

The game's name is derived this way: a player may run up 10 balls in each half inning, but after pocketing 10 in the final, he may try for 20 more—or a total of 30. Players compete for prize money as in bowling or golf—$300 for match winner, $200 for losing, $10 per point over the first 40 to the winner (a maximum of $600). High game winner at the end of 13 weeks gets $1,000. Additionally, a perfect game winner (100 points) receives $5,000.

Besides proprietors, other sponsors are the Bowling & Billiard Institute of America and five billiard suppliers.

No more newspaper ads for KREM-TV

KREM-TV Spokane, Wash., has decided to forego newspaper advertising in favor of its own facilities for audience promotion in the future.

The decision is based on an analysis, completed in late January, which shows that without newspaper ads, but by using every 10-, 20- and 60-second spot available on the station during the ARB rating week in November, KREM-TV boosted share of audience for some periods by 12 to 65% over the ARB report for February. In February, it was estimated, about $3,000 had been spent with the *Spokane Chronicle* and *Spokesman-Review*, out of an annual budget of $25,000 with those papers.

KREM-TV manager Robert Temple said competition to dominate advertising in the newspapers, which are under the same ownership as KHQ-TV Spokane, became so costly that KREM-TV stopped newspaper usage last October.

When Edward Petry & Co. called attention to the KMTV (TV) Omaha success with on-air promotion as a substitute for newspaper advertising (audience-share gains in almost 90% of its program hours when KMTV first made the test last April), Mr. Temple conferred with KMTV's Executive Vice President Owen Saddler and General Sales Manager Arden E. Swisher about the on-air pattern.

Mr. Temple summed up: "The results give our industry its second example of the fact that the practice of hypoing newspaper lineage to increase audience during rating week is vastly overrated and that our own medium is its own best selling tool."

Spotlight on farmers

KRXK Rexburg, Idaho, this year expanded Farm Broadcasting Day into a week and sold 210 five-minute pro-

CRASH THE DENVER MARKET WITH KOSI

In Denver the *influence* station is KOSI. Because KOSI has listener loyalty—and the folks with money to spend. They respond to KOSI advertisers—and *buy merchandise and services!* No double spotting!

So contact PETRY about the prize Denver buy—that will win sales awards for you—KOSI! 10% discount when buying KOSI—and KOBY, San Francisco!

For Greenville, Mississippi — it's WGVM.

KOSI 5,000 watts in Denver

Mid-America Broadcasting Co.

My Mommy Listens to KFWB

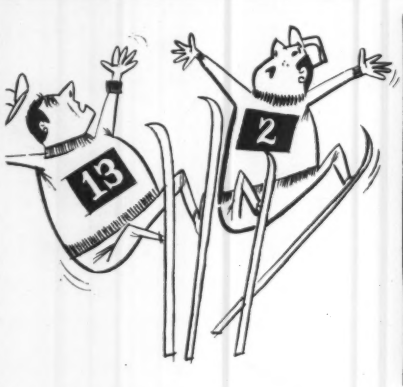
Your clients' sales messages are delivered to more mommies, more daddies, more everybodies . . . when you buy KFWB . . . first in Los Angeles.

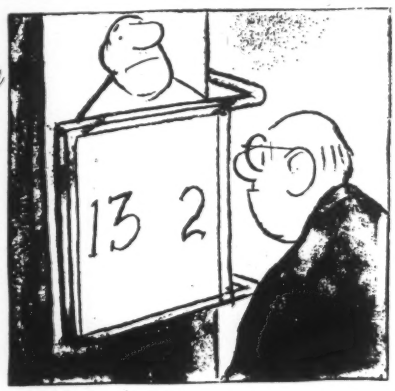
Check Pulse and Hooper-(November-December 1958).

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.





Right sequence • At least 10,000 viewers of WNTA-TV Newark, N.J.-New York by now are convinced that to tune ch. 13 from the top of the tv dial, all they have to do is turn one notch to the left. Above are three of the top 20 from more than 10,000 entries in WNTA-TV's month-long cartoon contest on the theme: "Channel 13 is next to channel 2."

The object, a station official said, was to persuade people that "they do not have to twist the dial all around to ch. 13, but a mere flick to the left from ch. 2 will tune in ch. 13." Such a flick not only saves the viewer's strength but also saves him the trouble of seeing what's on New York's five other tv channels (besides chs. 13 and 2).

A $50 prize went to each of the 20 winners. Slides of winning art were telecast by WNTA-TV and they will be used periodically in station breaks during the next few weeks.

grams to local advertisers in the promotion. Features, presenting 150 broadcast guests, included talks by Idaho's U.S. senators and a U.S. representative, members of the U. of Idaho extension service, the U.S. Dept. of Agriculture and county agents. Farm Broadcasting Week programming was produced by Irv Duddleson, KRXK farm director.

WBZ-TV 'Lamp of Knowledge'

A new project dealing with social problems of national importance will be launched by WBZ-TV Boston Feb. 28. In its "Lamp of Knowledge" campaign, WBZ-TV plans to present forum programs in prime time—examining mental illness, educational problems in science, government and the humanities, safety and community crises. Opener is a science quiz show, with eighth grade students participating, from 12:30 to 1 p.m. Feb. 28. Subsequent competitive quizzes are planned for successive Saturdays. WBZ-TV has asked all its employes to submit ideas for the project.

Yankee Doodle birthday

To mark the 10th birthday of WJAR-TV Providence, R.I., Gov. Christopher Del Sesto has proclaimed 1959 "WJAR-TV Year."

As part of the WJAR-TV celebration the station scheduled for showing last week "Yankee Doodle Dandy," movie musical about Providence-born composer George M. Cohan. The station invited Pat Rooney Sr., trouper friend of Mr. Cohan, to a luncheon the day before the showing of the film. Mayor Walter E. Reynolds of Providence and former vaudeville house owner Edward M. Fay were scheduled to visit the home in which Cohan was born and set up a plaque and flagstaff.

50,000 ways to celebrate

WIBG Philadelphia scheduled a number of special events to signal its switch today (Feb. 23) from 10 kw to a 50 kw signal. Facets of the high-power celebration:

Hourly telephone calls to listeners awarding a total of 50,000 minutes worth of recorded music, 50,000 new pennies, 50,000 gift trading stamps and a new automobile. Listeners who answer the phone with "50,000 watts," are eligible, and losers share in 50,000 cigarettes and boxes of chocolates.

Some 50 recording stars supplied greetings for broadcast during the day of celebration.

WIBG also programmed a remote broadcast this afternoon from Philadelphia's Independence Hall observing George Washington's birthday. Dignitaries, military men and musicians were to appear along with George B. Storer Sr., president of Storer Broadcasting Co., which owns WIBG, and Lionel F. Baxter, managing director of the station. The George Washington birthday broadcast is being offered to other Pennsylvania stations for their use.

NBC-TV airs print ads

NBC-TV is using the motif from its print advertisements in on-the-air spots.

"If I'd known it was on, I'd have watched it," declared the network's ads in newspapers, trade magazines and the *New Yorker*. The theme is being used in promotional spots in 16 network shows.

here is... modern radio

Modern Radio calls for crisp, brisk copy. RADIO FEATURETTES give you *seventy* 15-sec. fact features a week — every one a shot-in-the-arm for ad lib personalities or commercials. Write today!

LANG-WORTH FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE JUdson 6-5700

Ford booklet suggests dealer use local radio

The 7,000-plus Ford dealers throughout the U.S. received a big pitch for radio last week—from Ford. It was a brochure prepared, with Ford approval, by Radio Advertising Bureau titled "Ford & Radio: For the World's Most Beautifully Proportioned Car . . . The World's Most Beautifully Proportioned Ad Medium." Ford sent it out with a monthly mailing of ideas and sales tips for dealers, the implication being that Ford was strongly recommending radio at the local level just as "Ford and Ford Dealer associations from coast to coast rely heavily on radio."

The brochure reviews the scope of radio, its growth, the size and composition of the audience, the prospects to be reached among radio listeners, the size and importance of car radio's "captive audience"—and, from a special survey of franchised Ford dealers, it points out that the average dealer owns 4.7 radio sets (including those in cars), that 90.9% of the dealers listen at least once a week and listen on 5.7 listening days out of seven, that 70.9% listen every morning, 52.5% listen every afternoon and 45% listen at night.

The booklet contains no special plug for RAB, but suggests to dealers that "for further information on radio . . . check a local RAB station in your area."

WHBQ popular eavesdropper

Eavesdropping on the part of WHBQ Memphis, Tenn., is worth $100 plus merchandise prizes to persons whose voices are aired on the station's "Big Ear" promotion event. With the cooperation of area business firms, news director Charles Sullivan and director Boone Nevins hide a microphone within range of a customer making a transaction. A nearby recorder tapes the conversation for the "Big Ear" contest. Approximately eight times daily, WHBQ plays back the edited conversations. Persons identifying their voices and where they spoke win the prizes.

WINS d.j. back from below

Murray Kaufman, WINS New York d.j., emerged Feb. 13 from the IRT subway at Columbus Circle after spending 8 days, 3 hours and 40 minutes living, sleeping and broadcasting underground. The stunt was designed to showcase Mr. Kaufman as a radio personality. Business at the newstand next to the broadcast booth was reported up 75% as the public peered. IRT got free mentions in all the station's promotional material.

The WINS personality had agreed to stay in the subway until some sharp-eyed subway passenger could spot the special silver token with which he had entered the turnstile. Mrs. Pauline Pacheco of West 25th St., Manhattan, recognized the token and rushed to WINS where she was rewarded with 1,000 free tokens.

• Drumbeats

• WOWO Fort Wayne, after saluting Alaska's entry in the union with an instrumental number, "Alaska Sleighride," is getting an extra promotional ride in the newest state. The original manuscript of the music and a disc were presented in Washington to Sen. Frank Bartlett (D-Alaska), with a copy of the presentation ceremony and record being forwarded to KJNO Juneau for broadcast there. "Alaska Sleighride" is by Sam DeVincent of the WOWO talent staff.

• KIOA Des Moines has stimulated walk-in interviews at Air Force recruiting offices by 75%, Maj. Fred H. Reiss, USAF, has told KIOA General Manager James C. Dowell. The station's public service announcements encourage possible recruits to come to the Air Force instead of making the service seek them out.

• O'Brien's restaurant in Waverly, N.Y., hundreds of miles from WEJL Scranton, Pa., has renewed its contract with the station for the third consecutive year. The restaurant's spots, broadcast on the *Bill Pierce Show*, are credited with adding to thousands of traveling salesmen's business cards that decorate O'Brien's walls.

• Disc jockeys of Florida have been challenged by Norman (Clyde) Beebe of WGRO Lake City, Fla., to try and eat more than he. The battle takes place March 5 in the Kit Kat restaurant, Lake City.

• An announcement over WBAP Fort Worth, Tex., about new pennies at the First National Bank there resulted in the bank's supply of the coins being depleted nine minutes after its doors opened. The bank reports receiving 104 telephone calls regarding the pennies that day, some of them from neighboring states.

• An appearance of an artificial flower maker on WFMY-TV Greensboro, N.C., elicited how-to-do-it queries from 27 towns in North Carolina and Virginia. This response has prompted the flower maker to set up a business selling a flower constructing kit.

• More than 600 viewers have enrolled in the WBTV (TV) Charlotte, N.C., course to "teach adults how to read and write at least on the fourth grade

Program Guide For FM-SCA LICENSEES

Present and Prospective

The only background music on tape that *isn't* also on transcriptions available to any broadcaster is

MOTIVATIONAL * MUSIC by Magne-Tronics

*Trade Mark

Exclusive franchise territories for this exclusive tape program service now being allocated. No franchise fees. No percentages. For franchise particulars, availabilities and audition—

mail coupon today for complete particulars.

MAGNE-TRONICS, Inc.
49 West 45th Street, New York 36, N. Y.

Please rush complete particulars on exclusive franchise plan for FM-SCA and wire services.

NAME .....

STATION .....

STREET .....

CITY ..... STATE .....

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

level." In 20 North and South Carolina communities, classes have been organized and the 30-minute, four-a-week classes are followed by a period of instruction by volunteer teachers. WBTV donates air time, production costs and expenses of the instructors. The station, which also has contributed $1,500 in cash to the classes, is planning to run the 100 programs again next June.

• A five-minute telephone talk with singer Pat Boone was the lure used by WMPS Memphis, Tenn., in a March of Dimes contest that netted more than $1,500 in three weeks. More than 3,000 listeners in seven states vied for three dozen prizes.

• WFOX Milwaukee reports that more than 2,800 letters were received in six days in answer to its offer of one free ticket to the 1959 Holiday on Ice Show for each ticket purchased. The offer tied in with a spot campaign run by the ice show's producers.

• WTTM Trenton, N.J., and Pfaus-Finkle Adv. there presented a 2½-hour broadcast on the theme of "Brotherhood" yesterday (Feb. 22). The program consisted of 22 local citizens discussing community problems in five panels moderated by NBC's Leon Pearson. The Trenton Council on Human Relations cooperated in the project.

Public service rewarded

KMTV (TV) Omaha has inaugurated an annual award program to encourage astute use of the tv medium for public service. To spotlight the first annual award this year, KMTV had Nebraska Gov. Ralph G. Brooks on hand for the televised ceremony, along with station President Edward May, NBC Vice President Harry Bannister and Owen Saddler, executive vice president-general manager of KMTV, who originated the award program. Recipient of this year's plaque was Leo Daly, Omaha architect and businessman, who was cited for his chairmanship of the $1.8 million Red Feather-Red Cross Community Drive.

Advertising's week

Admen throughout the land observed their own week Feb. 9-14. Here are a few of the local twists given the Advertising Week promotion of the Advertising Federation of America:

WCKR Miami, Fla., telephoned heads of advertising agencies and recorded 60-second statements on the advertising industry. These were broadcast by WCKR throughout Ad Week.

WENY Elmira, N.Y., put on a radio display in the Elmira Area Ad Club's Ad Week exhibition at a local hotel. A feature was the daily broadcast of WENY's *News at Noon* from the hotel lobby.

The Ad Club of Huntington, W.Va., under the chairmanship of Curtis C. Jones, account executive with WSAZ there, conducted the week's campaign for the southern half of the state. A proclamation decreeing Ad Week was signed by West Virginia Governor Cecil H. Underwood.

Chicago's mayor, Richard J. Daley, also recognized the city's Ad Week by signing a proclamation.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Feb. 12 through Feb. 18: Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ. Ann.—Announced.

New Tv Stations

ACTION BY FCC

Van Curler Bcstg. Corp., Albany, N.Y.—Granted cps (1) new tv station to operate on ch. 13; ERP 151 kw vis. and 76 kw aur.; ant. height 1250 ft., and (2) aux. trans. at the main trans. site. This new facility will replace Van Curler's temporary operation of WAST (TV) on that channel with satellite on ch. 35. Ann. Feb. 12.

APPLICATION

Wilmington, Del.—Richard Goodman, Mason A. Loundy, Egmont Sonderling, and George T. Hernreich.—vhf ch. 12 (204-210 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 568 ft., above ground 608 ft. Estimated construction cost $791,351, first year operating cost $480,000, revenue $720,000. P.O. address 408 S. Oak Park Ave., Oak Park, Ill. Studio location Wilmington, Del. Trans. location 7.7 miles nw of Bridgeton, N.J. Geographic coordinates 39° 30' 08" N. Lat., 75° 20' 24" W. Long. Trans. RCA, ant. RCA. Legal counsel A. Henry Becker. Consulting engineer Silliman, Moffet & Rohrer. Principals include **George T. Hernreich** (50%) owner of KFPW Fort Smith, Ark.; **Richard Goodman** (27½%), majority owner WOPA-AM-FM Oak Park, Ill.; **Egmont Sonderling** (12½%) minority owner WOPA, and **Mason A. Loundy** (10%) minority owner WOPA. Ann. Feb. 12.

Existing Tv Stations

ACTION BY FCC

WTTV (TV) Bloomington, Ind.—Granted waiver of sect. 3.652(a) to permit WTTV to identify itself as Indianapolis as well as Bloomington. Commissioner Ford dissented. Chairman Doerfer absent. Ann. Feb. 12.

CALL LETTERS ASSIGNED

KBFL (TV) Bakersfield, Calif.—Pacific Bcstrs. Corp.

KICU (TV) Bakersfield, Calif.—Kern County Bcstg. Co.

KHMA (TV) Houma, La.—St. Anthony Tv Corp.

WSPI (TV) Presque Isle, Me.—WLBZ Tv Inc.

KMOS-TV Sedalia, Mo.—KDRO-TV and Radio Inc. Changed from KDRO-TV.

WFRV (TV) Green Bay, Wis.—Valley Telecasting Co. Changed from WFRV-TV.

Translators

Mohave County Board of Supervisors, Kingman, Ariz.—Granted new cps to replace expired cps for four existing tv translator stations (K70AC, K78AC and K82AA serving Kingman, and K77AG serving Davis Dam, Bullhead City and Lake Mohave Resort); only change is reduction in ERP for Kingman translators. Ann. Feb. 12.

Mohave County Board of Supervisors, Big Sandy Valley, Peach Springs and Chloride, Ariz.—Granted cps for three new tv translator stations—one to serve Hualapai Mt. Park Area and Big Sandy Valley on ch. 72 to translate programs of KLRJ-TV (ch. 2) Henderson, Nev., another to serve Peach Springs on ch. 80 to translate programs of KOOL-TV (ch. 10) Phoenix, and third to serve Chloride on ch. 77 to translate programs of KLAS-TV (ch. 8), Las Vegas, Nev. Ann. Feb. 12.

Burlington-Edison School District #100, Skagit County, Wash.—Granted cp for new tv translator station on ch. 79 to translate

programs of educational tv station KCTS (ch. 9), Seattle. Ann. Feb. 12.

New Am Stations

APPLICATIONS

North Atlanta, Ga.—North Atlanta Bcstg. Co. 1150 kc, 1 kw D. P.O. address 300 Blue Ridge Drive, Gainesville, Ga. Estimated construction cost $31,765, first year operating cost $72,000, revenue $84,000. Applicants are **Charles Smithgall** (75%) who has interest in WGGA Gainesville, WRGA Rome, both Georgia, and WCAS Gadsden, Ala. and is president **Southland Publishing Co.** and (Mrs.) **Lessie B. Smithgall** (25%). Ann. Feb. 18.

Nashville, Ga.—Farnell O'Quinn 1380 kc 1 kw D. P.O. address Box 265, Baxley, Ga. Estimated construction cost $18,586, first year operating cost $32,000, revenue $42,000. Applicant also owns WHAB Baxley and WCQS Alma, both Georgia. Ann. Feb. 12.

Princeton, N.J.—New Jersey Bcstg. Co. 1350 kc, 5 kw. P.O. address 23 Palmer Square West. Estimated construction cost $84,595, first year operating cost $103,930, revenue $120,000. Applicant corporation includes **Horace W. Gross** (15.92%) former stockholder WFMZ-AM-TV Allentown, Pa.; **Harold B. Erman** (9.09%) v.p. New Jersey Extrusion Co.; **Kevin Kennedy** (9.09%) v. p. Kenyon & Eckhardt; **John T. Valdes** (9.09%) banker, and others. Ann. Feb. 12.

Del Rio, Tex.—Val Verde Bcstg. Co. 1490 kc, 250 w. P.O. address Box 935, Killeen, Tex. Estimated construction cost $17,405, first year operating cost $33,600, revenue $55,000. Partners are **Eugene A. Houghton** (60%), Del Rio merchant and **Alton W. Stewart** (40%) minority owner KGNB New Braunsfel and KLEN Killeen, both Texas. Ann. Feb. 16.

Yakima, Wash.—Bethany Bcstg. Co. 930 kc, 1 kw D. P.O. address 11 Rosewood, Wenatchee, Wash. Estimated construction cost $14,120, first year operating cost $30,000, revenue $36,000. Applicant is **Rev. L. R. White,** pastor Wenatchee Assembly of God church. Ann. Feb. 13.

Buckhannon, W. Va.—Hilleary Andrew 1380 kc, 1 kw D. P.O. address 4 Cleveland Ave. Estimated construction cost $25,629, first year operating cost $40,000, revenue $40,000. Applicant is retired retail jeweler. Ann. Feb. 12.

Existing Am Stations

APPLICATIONS

WJOI Florence, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 18.

WJBC Bloomington, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 18.

WLAV Grand Rapids, Mich.—Mod. of cp to increase daytime power from 250 w to 1 kw. Ann. Feb. 12.

KSAM Saginaw, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 17.

WKNY Kingston, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 17.

KOMA Oklahoma City, Okla.—Cp to make changes in the nighttime directional ant. system. Ann. Feb. 16.

WJMC Rice Lake, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 12.

CALL LETTERS ASSIGNED

KANS Independence, Mo.—KIMO Inc. Changed from KIMO.

KNCY Nebraska City, Neb.—Otoe Bcstg. Co.

KARA Albuquerque, N.M.—Tara Bcstg. Co.

KGSR Santa Rosa, N.M.—Joseph S. Lodato.

WSET Glens Falls, N.Y.—Vacationland Bcstg. Corp.

WSHE Raleigh. N.C.—Merchants & Farmers Radio Station WMSN Inc. Changed from WMSN.

WABQ Cleveland, Ohio—Tuschman Bcstg. Co. Changed from WPGT.

WJMO Cleveland Heights, Ohio—Friendly Bcstg. Co. Changed from WSRS.

KKID Pendelton, Ore.—WSC Bcstg. Co. of Oregon. Changed from KWRC.

KSRG Seaside, Ore.—Seaside Bcstg. Co.

KACI The Dalles, Ore.—Inland Bcstg. Co. Changed from KRMW.

KBFS Belle Fourche, S.D.—Joseph F. Kopp.

KIXY Amarillo, Tex.—Radio KLYN Inc. Changed from KLYN.

KBAN Bowie, Tex.—Bowie-Nocona Bcstg. Co.

WWRJ White River Junction, Vt.—White River Enterprises Inc.

KCFA Spokane, Wash.—Christian Services Inc. Changed from KSOL.

New Fm Stations

APPLICATIONS

San Diego, Calif.—E. F. Weerts 94.9 mc, 7.5 kw. P.O. address 3005 Midway Drive. Estimated construction cost $20,650, first year operating cost $30,000, revenue $40,000. Mr. Weerts owns Zanzibar Dining Room. Ann. Feb. 18.

Elmwood Park, Ill.—Elmwood Park Bcstg. Corp. 105.9 mc, 50 kw. P.O. address 2526 N. Harlem Ave. Applicant seeks facilities WXFM (FM) Elmwood Park, and is former owner of those facilities. **Zeb Zarnecki** is majority owner. Ann. Feb. 18.

Houston, Tex.—Texas Fine Music Bcstrs. Inc. 104.1 mc, 40 kw. P.O. address 647 Texas National Bank Building, Houston 2. Estimated construction cost $32,512, first year operating cost $32,700, revenue $48,000. Applicants include **Ellis W. Gilbert** (35%) general manager KTRH-FM Houston; **Herbert W. Peterson Jr.** (35%) KTRH-FM announcer; **W. Scott Red** (10%) attorney; **W. Chester Wrye Jr.** (10%) and others. Ann. Feb. 18.

Houston, Tex.—The McLendon Corp. 100.3 mc, 16.5 kw. P.O. address 2104 Jackson St., Dallas. Estimated construction cost $33,000, first year operating cost $15,000, revenue $15,000. Applicant owns KILT Houston, KLIF Dallas, KTSA San Antonio, all Texas, WAKY Louisville, Ky. and KEEL Shreveport, La. Ann. Feb. 17.

Monroe, Wis.—Green County Bcstg. Co. 101.5 mc, 14.86 kw. P.O. address Box 460. Estimated construction cost $19,666, first year operating cost $6,250, revenue $7,100. Applicant owns WEKZ Monroe. Ann. Feb. 12.

Existing Fm Stations

CALL LETTERS ASSIGNED

KAZY (FM) Alameda, Calif. — Patrick Henry and David D. Larsen.

KFMW (FM) San Bernardino, Calif.—Sherrill C. Corwin. Changed from KPAX (FM).

KEEN-FM San Jose, Calif.—United Bcstg. Co.

*KSCU (FM) Santa Clara, Calif.—U. of Santa Clara.

WTTS-FM Bloomington, Ind.—Sarkes Tarzian Inc.

WTMT-FM Louisville, Ky. — Jefferson Bcstg. Inc.

WJBO-FM Baton Rouge, La. — Baton Rouge Bcstg. Inc. Changed from WBRL (FM).

WHIL-FM Medford, Mass.—Conant Bcstg. Inc.

WSWM (FM) East Lansing, Mich.—Mid-State Bcstg. Corp.

WJMO - FM Cleveland Heights, Ohio — Friendly Bcstg. Co. Changed from WSRS-FM.

WABQ-FM Cleveland, Ohio — Tuschman Bcstg. Co. Changed from WPGT-FM.

WLEC - FM Sandusky, Ohio — Lake Erie Bcstg. Co.

*WIPR-FM San Juan, P.R.—Dept. of Education of Puerto Rico.

Ownership Changes

ACTIONS BY FCC

WTUS Tuskegee, Ala.—Granted transfer of control from M. E. Williams, et al., to Andalusia Bcstg. Co. Inc. (WCTA, Andalusia); J. Dige Bishop, president, has 94% interest in WJDB Thomasville and minority interest in WBMK West Point Ga., and WTOT Marianna, Fla.; consideration $35,000. Ann. Feb. 18.

KIFW Sitka, Alaska—Granted assignment of license to Sitka Bcstg. Co. (Harry C. Lanz, president); consideration $29,500. Ann. Feb. 18.

WFNM De Funiak Springs, Fla.—Granted assignment of license to Leonard Zepp; consideration $13,000 plus 10-year lease of real estate and equipment for $2,400 annually with option to purchase for $20,000. Ann. Feb. 18.

WGRC Green Cove Springs, Fla.—Granted assignment of cp to Frank Van Hobbs; consideration $1,500 for expenses. Ann. Feb. 18.

KSMN Mason City, Iowa—Granted transfer of control from Charles V. and Ruth B. Warren to Harry Campbell and Donald F. Blanchard; consideration $90,000. Ann. Feb. 18.

WORL Boston, Mass.—Granted transfer of control from Frederick W. Roche, et al., to WORL Bcstg. Corp. (Paul F. Harron, president, WKTV Utica, and WKAL Rome, N.Y.); consideration $469,040. Ann. Feb. 18.

KLIQ Portland, Ore.—Granted assignment of license to John F. Malloy and Stanley G. Breyer, d/b as KLIQ Bcstrs.; consideration $90,000. Ann. Feb. 18.

WRAW Reading, Pa.—Granted assignment of licenses to WRAW, Inc. (R. S. Reider, president); consideration $290,000. Ann. Feb. 18.

WFLI Lookout Mtn., Tenn.—Granted assignment of cp to Cyril G. Brennan, et al., d/b as Lookout Bcstrs.; Iralee W. Benns obtaining 45% interest for $450. Ann. Feb. 18.

APPLICATIONS

KNLR North Little Rock, Ark.—Seeks transfer of license of **Arkansas Valley Bcstg. Co.** from **Chester H. Pierce** to **L. R. Luker** for $5,941. Mr. Luker owns local finance company and has broadcast interest in De Witt, Ark. Ann. Feb. 18.

KIMN Denver, Colo.—Seeks assignment of license and cp from KIMN Inc. to Mile High Stations Inc. for $175,000. Equal owners of applicant are **Joyce Heftel,** present 12% stockholder in KIMN Inc. and **Cecil L. Heftel.** Mr. and Mrs. Heftel also have interests in KLIX Twin Falls, KGEM Boise, both Idaho; and KLO Ogden, Utah. Mrs. Heftel also has interest in KUTV (TV) Salt Lake City. Ann. Feb. 12.

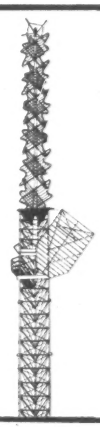
WMFJ Daytona Beach, Fla.—Seeks transfer of negative (50%) control of **WMFJ Inc.** from **Emil J. Arnold** to **John Creutz** for $2,000 plus assumption of debts owed Mr. Arnold by WMFJ. Ann. Feb. 16.

WJBS DeLand, Fla.—Seeks assignment of license from **Radio Station WJBS to WJBS Inc.,** a change from partnership to corporation. Partners **James S. Ayers** and **Charles B. Britt** also own WDSR Lake City, Fla., WBAC Cleveland, Tenn. Mr. Britt also owns interest in WIRY Plattsburgh, N.Y. Ann. Feb. 17.

WBRO Waynesboro, Ga.—Seeks assignment of license from **Burke County Bcstg. Co.** to **Collins Corp. of Georgia** for $35,000. Purchasers include **F. K. Graham** (53.7%) former 50% owner WYTH Madison, Ga.; **Joseph C. Duggan** (5.2%), news director WVOP Vidalia, Ga.; **Richard C. James Jr.** (30.7%), wholesale grocer and others. Ann. Feb. 17.

WCHU (TV) Champaign, Ill.—Seeks voluntary assignment of cp from **Plains Television Corp.** to **WCHU Inc.** Corporate change, no change in ownership involved. Ann. Feb. 12.

KWCL Oak Grove, La.—Seeks assignment



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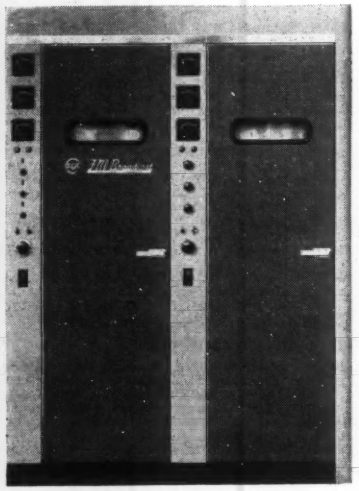

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of license from **Carroll Bcstg Co.** to **Carroll Bcstg. Co., Inc.** No change in ownership involved. Ann. Feb. 18.

WCUM-AM-FM Cumberland, Md.—Seeks assignment of license from **Tower Realty Co.** to **Allegany Bcstg. Corp.** for $125,000. Owner of applicant corp. is **Hollis M. Seavey,** director Clear Channel Bcstg. Service and former director MBS Washington operations. Ann. Feb. 16.

WQDY Calais, Me.—Seeks assignment of cp from equal partners **Robert D. Hawley** and **Wesley J. Wentworth** d/b/a **St. Croix Bcstg. Co.** to **St. Croix Bcstg. Inc.** owned by Mr. Hawley (44.6%) Mr. Wentworth (27.7%) and **John H. Vondall Jr.** (27.7%). Ann. Feb. 16.

KBMI Henderson, Nev.—Seeks assignment of license from KBMI Inc. to **Maxwell E. Richmond** for $27,000. Mr. Richmond owns Philadelphia advertising agency, WPGC-AM-FM Morning Side, Md. and is majority owner WMEX Boston. Ann. Feb. 18.

WFEA Manchester, N.H.—Seeks assignment of license from **Public Information Inc.** to **WFEA Bcstg. Corp.** for $275,000. Equal owners (25% each) are **William F. Malo Jr.,** former part-owner WHAR Clarksburg, W. Va.; **William F. Malo,** v.p. and commercial manager WDRC Hartford, Conn.; **Frank E. Pellegrin,** v.p. H-R Representatives and H-R Tv Inc. and minority owner WATO Oak Ridge, Tenn. and **Sidney Beller,** accountant. Ann. Feb. 12.

KRHD Duncan, Okla.—Seeks involuntary transfer of 13.95% interest in **Duncan Bcstg. Co.** owned by **Robert P. Scott,** deceased to **Edith H. Scott,** executrix of estate. Ann. Feb. 18.

KWSO-AM-TV Lawton, Okla.—Seeks involuntary transfer of 15.5% partnership in **Oklahoma Quality Bcstg. Co.** through transfer of interest of **Robert P. Scott,** deceased to **Edith H. Scott,** executrix of estate. Ann. Feb. 18.

WICU-AM-TV Erie, Pa.—Seeks assignment of license from **Community Service Co.** to parent corporation, **Dispatch Inc.** Ann. Feb. 18.

WQOK Greenville, S.C.—Seeks transfer of minority interest in **Dick Bcstg. Inc.** from **James A.** and **Marilyn M. Dick** to **Charles A. Dick,** commercial manager of WQOK and **Tecumseh Hooper,** general manager. After transfer James A. and Marilyn M. Dick will each own 35%, Charles A. Dick will own 10%, and Mr. Hooper 20%. Total consideration $3,000. Ann. Feb. 18.

WEEN Lafayette, Tenn.—Seeks assignment of license from **Lafayette Bcstg. Co.** to **Lafayette Bcstg Co. Inc.** to permit incorporation of licensee. No consideration involved. Ann. Feb. 17.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Georgia State Board of Education for new tv station to operate on commercial ch. 8 at Waycross, Ga. Ann. Feb. 18.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting applications of Unicoi Bcstg. Co. to increase power of am station WEMB Erwin, Tenn., from 1 kw to 5 kw, continuing operation on 1420 kc D, and Mace, Groves and Mace for new am station to operate on 1420 kc, 500 w D, in South Gastonia, N.C. Ann. Feb. 17.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting applications of Fox Valley Bcstg. Co. for new am station to operate on 1480 kc, 500 w-N, 1 kw-D, DA-2, in Geneva, Ill. and Radio Wisconsin, Inc., to increase daytime power of station WISC Madison, Wis., from 1 kw to 5 kw and change daytime directional antenna pattern, continuing operation on 1480 kc with 1 kw-N, engineering condition, and denying application of Logansport Bcstg. Corp. for new station to operate on 1480 kc, 500 w-N, 1 kw-D, DA-2, in Aurora-Batavia, Ill. Ann Feb. 16.

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Johnston Bcstg. Co. for new am station to operate on 610 kc, 500 w, D, in Pensacola, Fla. Ann. Feb. 17.

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of KROY Inc., for new Class B fm station to operate on 102.5 mc in Sacramento, Calif.; engineering conditions. Ann. Feb. 13.

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Commercial Radio Institute Inc., for new Class B fm station to operate on 93.1 mc in Baltimore, Md. Ann. Feb. 12.

OTHER ACTIONS

Commission scheduled remand proceeding involving applications for new tv stations on ch. 10 in Miami, Fla., for oral argument on April 23; additional details (e. g., time to be allowed for each argument) will be set forth in subsequent order to be issued after disposition of pending petitions by North Dade Video Inc., and Elzey Roberts requesting modification of the procedures herein. Ann. Feb. 18.

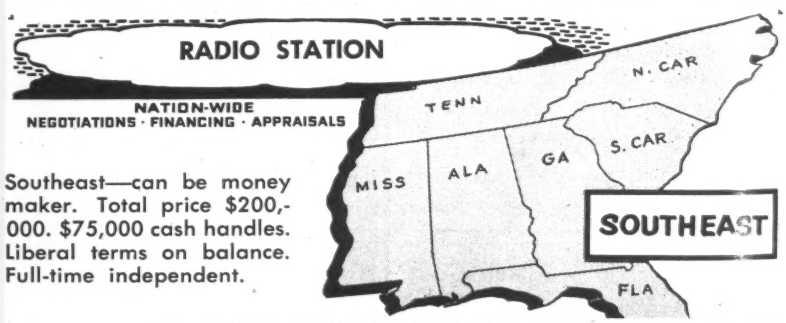
Majority of Commission on Feb. 18 directed preparation of document looking toward reaffirming July 25, 1957 decision which granted Queen City Bcstg. Co. new tv station (KIRO-TV) to operate on ch. 7 in Seattle, Wash., and denied competing applications of KXA Inc., and Puget Sound Bcstg. Co., Inc.

Commission on Feb. 18 directed preparation of document looking toward finalizing Jan. 20 initial decision granting application of M & M Bcstg. Co. to move transmitter site of station WMBV-TV (ch. 11), Marinette, Wis., from point about 14 miles southeast of Marinette and 38 miles northeast of Green Bay to about 38 miles southeast of Marinette and 14 miles northeast of Green Bay, increase ant. height from 780 ft. to 960 ft., increase vis. ERP to 316 kw, etc.

Majority of the Commission on Feb. 18 directed preparation of document looking toward lifting stay imposed Dec. 10, 1958 on Oct. 15 and Nov. 5, 1958 grants to Tomah-Mauston Bcstg. Inc., for new am station (WTMB) to operate on 1390 kc, 500 w, D, in Tomah, Wis., and mod. of cp pending decision after hearing on protest by William C. Forrest (WRDB), Reedsburg, Wis.

Commission on Feb. 18 directed preparation of document looking toward denying petition by Jack L. Goodsitt for reconsideration of Dec. 17 stay of grant of his application for new am station (WTOJ) to operate on 1460 kc, 1 kw, D, in Tomah, Wis., pending decision after hearing on protest by Tomah-Mauston Bcstg. Co., Inc. (WTMB), Tomah.

By memorandum opinion and order, Commission denied petition by Cleveland Bcstg., Inc. (WERE), Cleveland, Ohio, for enlargement of issues in proceeding on application of County Bcstg. Co. for new am station to operate on 1300 kc, 1 kw, D, in Clarion, Pa. (Initial decision of Jan. 26



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looked toward granting County application.) Ann. Feb. 18.

By letter, Commission granted request by M & M Bcstg. Co. (WMBV-TV, ch. 11), Marinette, Wis., to dismiss its petition for reconsideration and protest directed against Nov. 25, 1958 grant of renewal of license of Valley Telecasting Co.'s tv station WFRV (TV) (ch. 5), Green Bay, Wis. Commissioner Bartley not participating. Ann. Feb. 18.

Routine Roundup

On petition by Columbia Broadcasting System Inc., Commission extended for 60 days (from Feb. 28) time in which comments by interested persons can be filed in proceeding looking toward rule which would prohibit tv stations, other than those owned and operated by network, from being represented by network organization in national spot sales. Ann. Feb. 12.

Commission invites comments by March 13 to proposal to assign ch. 14 to Mount Pleasant, Mich., for educational use, and to substitute ch. 21 for ch. 27 in West Branch, Mich. It is based on petition by Central Michigan College, Mount Pleasant. Ann. Feb. 12.

By memorandum opinion and order, Commission denied petition for rulemaking and various counterproposals, each of which proposed deleting one of two tv channels now assigned Virgin Islands and adding this channel to Puerto Rico. Basic petition, by Jose Bechara Jr. (am station WKJB), Mayaguez, P.R., requested deleting ch. 10 from Charlotte Amalie, V.I., and assigning either ch. 11 or ch. 13 to Mayaguez. Ann. Feb. 12.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Feb. 13

WINQ Tampa, Fla.—Granted assignment of cp to Rand Broadcasting of Tampa-St. Petersburg, Inc.

KYTE Pocatello, Idaho—Granted assignment of license to Thomas R. Becker, et al., d/b under same name.

WHAT-FM Philadelphia, Pa.—Granted assignment of license to WHAT-FM, Inc.

WBNS-AM-FM Columbus, Ohio—Granted relinquishment of positive control by Robert H. and H. Preston Wolfe to trust department of Ohio National Bank, Richard A. Borel and Harry V. Anderson, trustees of Richard S. Wolfe trust and to trust department of Ohio National Bank, Edgar T. Wolfe Jr. and John W. Wolfe, executors of estate of Edgar T. Wolfe, deceased, through transfer of stock to Richard S. Wolfe trust.

KTVB (TV) Boise, Idaho—Granted mod. of license to change name to KTVB Inc.

KEEZ San Antonio, Tex.—Remote control permitted.

WBIQ Birmingham, Ala.—Granted cp to change ERP to vis. 44.7 kw, aur. 26.9 kw, ant. 1,000 ft.; change trans. location (coordinates [seconds] only); install new ant. system; and make minor equipment changes.

WGAN-TV Portland, Me.—Granted cp to change ERP to vis. 292 kw, aur. 146 kw, ant. 1610 ft.; change trans. location to Brown Hill, approximately 2 miles northwest of Raymond, Me.; and install new ant. system and equipment.

WBRC-TV Birmingham, Ala.—Granted cp to change trans. location (coordinates only); install new ant. system and make minor equipment changes; ERP vis. 100 kw, aur. 50 kw, ant. 1,120 ft.

WVBR-FM Ithaca, N.Y.—Granted cp to change ERP to 700 w and install new trans.; ant. 210 ft.; remote control permitted; waived sect. 3.261 of rules to permit station to cease operations during Christmas, spring and summer vacation periods of Cornell University.

WMIQ Iron Mountain, Mich.—Granted cp to install new trans.

WTOP Washington, D.C.—Granted cp to install new trans.; and cp to install new trans. at 2021 University Boulevard, W. Wheaton, Md. to be used as auxiliary trans.

WREV Reidsville, N.C.—Granted cp to install new trans.

WBZ Boston, Mass.—Granted cp to install new auxiliary trans. and ant. at 1170 Soldiers Field Rd., Boston, Mass. (studio location), employing non-directional ant.

KOPR-TV Butte, Mont.—Granted mod. of cp to change ERP to vis. 53.1 kw, aur. 28.8 kw, ant. 2,910 ft.; correct coordinates, install new trans., ant. system and make changes in equipment.

WONE-FM Dayton, Ohio—Granted mod. of cp to increase ERP to 24 kw and change type trans.; remote control permitted; condition.

WSEB Sebring, Fla.—Granted mod. of cp to change type trans.

KYNT Yankton, S.D.—Granted change of remote control authority.

WNEX-FM Macon, Ga.—Granted extension of completion date to Mar. 15.

Actions of Feb. 12

KAVI Rocky Ford, Colo.—Granted assignment of license to Centennial Radio Corp.

KAPI Pueblo, Colo.—Granted assignment of cp to Centennial Radio Corp.

WIMA-AM-FM Lima, Ohio—Granted relinquishment of negative control by George E. Hamilton through transfer of stock to Suzanne Hamilton Stewart.

KRAL Rawlins, Wyo.—Granted acquisition of positive control by William C. Grove and William C. Grove Inc. through purchase of stock from Rawlins Newspapers Inc.

KFDR Grand Coulee, Wash.—Granted license covering change of facilities and installation new trans.

WJMO Cleveland Heights, Ohio—Granted cp to change ant.-trans. location, make changes in ant. system (decrease height); remote control permitted; condition.

WSTR-FM Sturgis, Mich.—Granted cp to increase ERP to 1 kw, decrease ant. height to 190 ft. and install new trans.

KHBR Hillsboro, Tex.—Granted cp to change ant.-trans. location, studio location, make changes in ground system and install new trans.; remote control permitted.

KATI Casper, Wyo.—Remote control permitted.

KOKA Shreveport, La.—Remote control permitted; condition.

KPBM Carlsbad, N.M.—Remote control permitted.

WHAV-FM Haverhill, Mass.—Remote control permitted.

WVNA Tuscumbia, Ala.—Granted change of remote control authority.

WRIS Roanoke, Va.—Granted change of remote control authority.

Actions of Feb. 11

WIMA-TV Lima, Ohio—Granted relinquishment of negative control by George E. Hamilton through transfer of stock to Suzanne Hamilton Stewart.

WTVW (TV) Evansville, Ind.—Granted involuntary assignment of cp to Douglas H. McDonald, trustee.

KHTV (TV) Portland, Ore.—Granted assignment of cp to KHTV, Channel 27, Inc.

WBOC-TV Salisbury, Md.—Granted license for tv station.

KVII (TV) Amarillo, Tex.—Granted license covering changes in tv station.

KIVA Yuma, Ariz.—Granted license covering changes in tv station; ERP vis. 219 DA, aur. 110 DA.

KEEZ (FM) San Antonio, Tex.—Granted mod. of license and SCA to change name to Sound Distributors Inc.

KHTV (TV) Portland, Ore.—Granted mod. of cp. to change ERP to vis. 19.2 kw, aur. 9.6 kw, ant. 990 ft.; change studio and

Continued on Page 104

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Feb. 18

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,293	43	116	622
FM	543	43	133	74
TV	443[1]	74	103	109

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Feb. 18

	VHF	UHF	TOTAL
Commercial	435	80	515[3]
Non-Commercial	30	8	38[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Jan. 31, 1959

	AM	FM	TV
Licensed (all on air)	3,289	543	441
CPs on air (new stations)	45	38	75
CPs not on the air (new stations)	113	128	106
Total authorized stations	3,447	709	667
Applications for new stations (not in hearing)	484	45	40
Applications for new stations (in hearing)	122	26	65
Total applications for new stations	606	71	105
Applications for major changes (not in hearing)	498	34	41
Applications for major changes (in hearing)	47	0	17
Total applications for major changes	545	34	58
Licenses deleted	2	1	1
CPs deleted	0	0	0

[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.

[3] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[4] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

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Help Wanted—Management

Established music and news independent in prosperous metropolitan Illinois city, not Chicago, seeks experienced, hard-working station manager looking for solid future. Must be strong on sales, able to come up with selling and promotion ideas, make best use of excellent program staff. Station operating profitably but can do better. Wire full details of background and experience to Box 667H, BROADCASTING.

Manager-salesman to operate small market Florida station. Interesting opportunity in pleasant area. Box 718H, BROADCASTING.

Manager with sales and program know-how for medium station market. Excellent opportunity for clean, capable young family man with all-around experience and ability, to move up. Send complete details, including photo and present income. Box 808H, BROADCASTING.

Radio manager—If you have a record of pulling one or more stations to the top in your market in sales and audience, we have ownership interest available in group operation. John T. Gibson, WDDT, Greenville, Mississippi.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Experienced manager-salesman for kilowatt daytimer opening soon in West Jefferson, N.C. Also accepting applications for other personnel. Write Jimmy Childress, Box 1114, Sylva, North Carolina.

Sales

Metropolitan Washington's number one station expanding sales force. 5000 watts, 24 hours a day. Genuine ground-floor opportunity. Top station, top money. Big modern chain. Rush snapshot, data, General Manager Box 134H, BROADCASTING.

Experienced salesman wanted for 5 kw full-timer upstate New York. Competitive market. Box 708H, BROADCASTING.

Pennsylvania small market station seeks salesman to join growing organization. Man we seek is interested in good future in small market. Send all details in first letter. Box 719H, BROADCASTING.

Maine radio station requires ambitious hard working man combining talents of live wire salesman and top announcer. We want a man who can assume responsibility. Some air work. Emphasis on sales. Guarantee over $5,000 plus commissions. No prima donnas. Box 724H, BROADCASTING.

If you are a two-fisted, successful, sales manager in a metropolitan market, but want a change to a top station in a top southern California market, with substantial financial potential, write in confidence to Box 757H, BROADCASTING.

Account executive for 25 year old midwest agency specializing in farm, industrial and retail accounts. Must have some agency experience and a succesful background in radio and tv copy writing. Primary responsibilities include accounts using broadcast media. Film production knowledge helpful. Salary to $6,000 plus profit sharing. Send complete resume with recent photo to Box 787H, BROADCASTING.

Need two salesmen and salesman-announcer. Ownership change. Get in on the ground floor. Texas coastal area. Box 838H, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Help Wanted—(Cont'd)

Sales

Salesman for Fort Collins in foothills of Rocky Mountains midway between Denver, Colorado and Cheyenne, Wyoming. Excellent salary and incentive commission. Send your record of sales performance and photo to Radio KCOL, Fort Collins, Colorado and join the "Rush to the Rockies".

How good are you? If you can prove your sales ability, a topnotch Texas station in a 135,000 population market needs you. Prove your ability and there's a commercial manager's job available. 20 percent commission, starting guarantee. Rush particulars, phone, wire Roy Elsner, KECK Radio, Odessa, Texas.

Salesman for regional in good market. Guarantee against commission plus car allowance. Send full details to Bill Sloane, KFRD, Rosenberg, Texas.

WCSI, Columbus, Indiana. $90 per week guarantee against 15% commission on protected list already developed by salesman leaving for major market. Unusual potential in receptive market of 28,500. Lively news-music station with mobile unit. Call Mr. Kauper. Drexel 6-3406.

Hartford-New Britain, Conn.—lively, powerful network affiliate seeks lively salesman. $50.00 salary, plus 10% commission. Active account list provided. Send details of background to WHAY, New Britain, Connecticut.

Wanted, experienced salesman for hot, big sound station Charleston, W. Va. Best market in state. Good base for right man against percentage. Chance to advance. Phone or write Carl Margin, General Manager, WHMS, Charleston, W. Va.

WJJL, Niagara Falls has wonderful opportunity for second salesman. Security and good living for self starter. Send photo, background and references. Tom Talbot, Manager.

Well established and well accepted local radio station has opening for experienced time salesman. Please send a letter of application giving your education, experience, references and a photo. Richard F. Rose, Sales Manager, Radio Station, WJOC, Jamestown, New York.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Rocky Mountain university town needs announcer with first phone. Send salary requirements, experience, air check. Box 355H, BROADCASTING.

Staff announcer for independent Pennsylvania station. 48-hour week, large market, excellent salary plus over-time, vacations. Desire an experienced man looking for a permanent job in a chain organization with an opportunity for advancement. Tape and resume required. Box 455H, BROADCASTING.

Experienced married announcer who will be right hand man to manager wanted by 250 watt station in northern Minnesota where hunting and fishing is excellent. Wonderful place to raise family. Good paying job with future. Box 710H, BROADCASTING.

North-west station needs announcer capable of informal dry humor on regular record show. Opportunity of lifetime. Reply Box 723H, BROADCASTING.

Need experienced staff announcer and a local news editor for Texas regional in exclusive market. Airmail full qualifications to Box 796H, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Good announcer with ability to handle full range of duties on staff of excellent small station. Give details, including photo, audition tape (we'll return it) and present income. Box 809H, BROADCASTING.

Wanted! Three announcers looking for a top caliber operation. New kilowatt North Carolina coastal station. Boating and resort area! New, modern, air-conditioned building! Send tape and resume. Box 822H, BROADCASTING.

Immediate opening for newsman in top ten eastern market. Experience necessary in broadcasting, reporting, writing and mobile unit operation. Send tape, resume and picture to Box 829H, BROADCASTING.

Staff announcer, workhorse. 11 years experience small market to 50 kilowatt as disc jockey, newsman, programming. Production conscious with know-how. Want security. Family, 35. College. Presently employed. Speciality: record mc. Agency references. Want jobs done as you would do them yourself? Pay me $150 week—I'll move fast. Prefer east. No rock-roll. Box 833H, BROADCASTING.

Top professional morning man for competitive Providence, Rhode Island. You will be given plenty of time for show preparation, and be backed by second man, operating engineers, flexible equipment, and large news staff. Only the best send tapes, resume to Box 845H, BROADCASTING.

Opportunity for married staff announcer. Send resume. Permanent. KFRO, Longview, Texas.

Announcer-first phone. No maintenance. Two weeks vacation, health insurance, new studios and equipment mobile units, air and auto. Adult programming start at $433.00. Need immediately. Phone Mr. Jae, KHMO, Hannibal, Missouri, NO 3450.

Experienced announcer. Dr. F. P. Cerniglia, KLIC, Monroe, La.

Experienced announcer, salesman. Good employment record, good personal background. Family man preferred. No drifters. Quality operation demands quality work. Immediate opening. Send resume, tape, photo KSIS, Sedalia, Missouri.

Staff man for small market station. WCMC, Wildwood, N.J.

Experienced announcer - copywriter - sales. One year minimum experience. No broadcast school grads. No rock & roll enthusiasts. Just an all-around man with above qualifications. Increasing power here. Means a good position for someone. Write to Manager, WHAW, Weston, W. Va. No phone calls. Send all first letter.

Florida—Bright dj for music and news operation. WHIY, Fort Gatlin Hotel Building, Orlando, Florida.

Two combo men needed. Must have voices good enough for southeast's largest market. Engineering minor. Got to handle fast paced adult radio. $150 possible in year's time. Hope you're particular—we are. Contact Don Meyers, WIIN Radio, Atlanta, Georgia.

Will pay top salary for announcer with first phone ticket. Immediate opening. Send tape, resume, photo to Henry Beam, WJIG, Box 1417, Tullahoma, Tennessee, home of world's largest wind tunnel. WJIG is one of three stations owned by Smith Broadcasting Company.

Help Wanted—(Cont'd)

Announcers

Experienced versatile announcer. First ticket. Ideal small market. Rush tape, resume. WMVO, Mount Vernon, Ohio.

Wanted: Announcer for good independent radio station. Pleasant modern studios. Congenial staff. Good salary and even more money if you have a first class ticket. Send tape and work record to: Jim Hildebrand, WTIM, Taylorville, Illinois.

Technical

Good business opportunity—man qualified to service am broadcast equipment, shortwave transmitters, receivers, and service television sets. Box 738H, BROADCASTING.

Chief engineer—$6,500, plus all benefits. Must be fully qualified and type equipment, maintenance and repair and directional equipment experience. All new equipment. This is a responsible position with a permanent future. Box 768H, BROADCASTING.

Engineer-announcer with ability to do maintenance and a fair announcing job. Send details, including photo and audition tape (we'll return it). Salary $80 to $100 depending on ability. Box 810H, BROADCASTING.

Wanted. Combination engineer, engineer-announcer and salesman. WCLW, 791 McPherson Street, Mansfield, Ohio.

Immediate opening for chief engineer capable of handling staff announcing duties. $80.00 weekly minimum. Contact Jimmy Childress, WMSJ, Sylva, North Carolina.

Production-Programming, Others

Washington, D. C. market's #1 station needs sharp female copywriter. Modern, expanding station. Fabulous opportunity, top money. Rush snapshot, data. Box 362H, BROADCASTING.

Modern radio production director-announcer. Top rated 5000 watts around clock. 10th largest market. Leading chain, top pay. Send tape, photo, letter Box 384H, BROADCASTING.

Experienced copywriter, traffic manager. Good salary, many benefits, chance for advancement. Send resume. Contact KOVE, Box 436, Lander, Wyo.

Fulltime station needs experienced newsman. Must be good reporter, have good voice and presentation for radio, some tv. Send photo, tape, resume, references to Manager, WIMA, Lima, Ohio.

RADIO

Situations Wanted—Management

General manager, 9 years from ground up. Family man, college graduate, first phone, excellent sales record, employed. Box 699H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 42. Confidential. Box 409H, BROADCASTING.

Twelve years management experience in competitive metropolitan markets. Available in thirty days. Move due to ownership change. Record proves ability. Write Box 751H, BROADCASTING.

Experienced general manager with splendid track record and top references available after April first for any sized Florida market where he can raise four daughters and contribute to community development. Reply Box 775H, BROADCASTING.

Assistant manager small station. Pull morning disc show, write copy, sell. No advancement here. Want larger market. Young, single, BA degree. Box 776H, BROADCASTING.

Former co-owner, general manager, 9 years local operation experience, all phases: combo, sales, program, copy, news; wants permanent spot; available March 1st. Box 786H, BROADCASTING.

FM radio. Currently employed as pd at successful operation. I know fm programming. Looking for change. Box 788H, BROADCASTING.

Manager or sales manager . . . Interested in joining radio station in major and preferably highly competitive market which needs over-all improvement; in sales, better ratings and acceptance by listeners, agencies and accounts, and can offer renumeration commensurate with results. Am 40 years old, happily married with two children. Have 20 years successful experience in all phases of radio, television and agency work. Can lead and inspire associates to maximum production in harmonious atmosphere. Not a hot-shot, but an enthusiastic and hard working producer utilizing experience, initiative and imagination to achieve outstanding record of results. Associated with present radio and television station combination over ten years, with earnings to $30,000.00 annually on a percentage basis. Carefully meditated decision to leave based on a rather unusual and impossible situation which exists with little probability of improvement in foreseeable future. Challenging opportunity important, as are living conditions and growth potential of area. In no hurry; want to make the right change and want to give present employer mutually agreeable notice period—up to three months if necessary. If you have an opportunity, I'd like to discuss our respective potentials. Box 797H, BROADCASTING.

Manager—Proven sales background. Small to medium market. Box 843H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Young, energetic announcer-deejay. Eight years radio-tv experience. Seeking position as program director, assistant manager small to medium market am, fm or tv operation. Solid programming-production know-how. College grad. Box 821H, BROADCASTING.

Sales

Born salesman. Prefer deal including air work. Write copy. Operate board. Box 548H, BROADCASTING.

Sales-manager, 15 years, 5 years radio sales. Prefer west. Consider all. Box 711H, BROADCASTING.

Sales manager who personally shows staff how it's done. Substantiated know-how experience, quality background and reputation radio manager/sales manager; television, sales manager. Stable family man seeking greater earning potential. Box 725H, BROADCASTING.

Over eight years experience radio sales. Business, public relations background. Earning ten thousand, want higher potential. Send full particulars on earning arrangement, and station. Box 802H, BROADCASTING.

Salesman-announcer. Six years experience, all phases. Married, family. Prefer southwest or west. Presently employed. Would like permanent place in a nice family community. Box 803H, BROADCASTING.

Sharp distaff sales and copywriter. 12 years radio background. Desires east coast. Best references. Box 826H, BROADCASTING.

Commercial manager—Small to medium market. Proven sales record. Box 844H, BROADCASTING.

Announcers

Here's your man! Announcer, program director, production manager and continuity. 9 years experience. Desire progressive adult programming station. Available now. Will travel. Box 447H, BROADCASTING.

Negro announcer/dj. Capable; sales, music, controls. Good background. References. Box 543H, BROADCASTING.

Announcer, mature. Sales minded. Good related background. Operate board. Cooperative. Box 546H, BROADCASTING.

Announcer-dj; experienced. Ready for larger market. Music, news, commercials. Box 549H, BROADCASTING.

Gospel programs. Announcer - producer-packager. Capable handling commercial staff duties. Box 680H, BROADCASTING.

City gal—diversified experience, special events, interviews, panels, news, sales. Box 681H, BROADCASTING..

Can you offer me the big 3-baseball-football-basketball? Box 709H, BROADCASTING.

Midwestern news position desired by married man. Two years experience as newsman, deejay, and staff announcer. $85.00. Box 714H, BROADCASTING.

Announcer-salesman now employed in top ten market, married, family, 29 years old. Deal with announcing only, top salesman, top money earner. Major or medium market only. Box 765H, BROADCASTING.

Experienced negro personality disc jockey. Swinging style, good pitch. Box 767H, BROADCASTING.

Country dj available, for the last three years I have been pd, dj with a top ranking, money making country operation. I'd like to relocate. Worker, know promotion, production, top dj, 29, sober, reliable, artist. Best references. Write Box 770H, BROADCASTING.

Young announcer, 26, unmarried, veteran. School trained, some experience. Am interested in all phases of broadcasting. Willing to travel, but prefer midwest. Write Box 771H, BROADCASTING.

Polished, professional dj-announcer wants midwest metropolitan market. Married, employed. Box 772H, BROADCASTING.

MAJOR MARKET DJ'S

Tired of the ratrace!—Ready to give up on a station that just can't ever make it!—Bored with patient waiting for really BIG money, while you pinch pennies on a salary that's just too low for that big town!—

LISTEN ! !

We're a happy group with stations in quarter and half million markets, prosperous cities that will welcome you. These are swingin' pop music stations sensibly programmed with big city style formats. We have number one ratings and our personalities play to a far greater audience than "the also rans" in the multi-million markets.

We offer security, a friendly appreciation of your talent, and MORE MONEY THAN YOU ARE NOW MAKING. *(No tricks with hours or outside appearances, we pay it all for your air performance—We've got the scoop on major market salaries—so please don't try to fool us.)* Incidentally, if you still have stars in your eyes, our reputation brings talent scouts from *THE LEADING STATIONS* for listening checks. . . . Let us hear from you now . . . Stations in Great Lakes Area . . . *Please reply Box 840H, BROADCASTING.*

Situations Wanted—(Cont'd)

Announcers

Four years experience, dj, news, copy writing, sales. Hold responsible job small market, want larger in northeast or middle Atlantic region. Box 777H, BROADCASTING.

Experienced southern announcer — eight years, wants job in Alabama. Box 779H, BROADCASTING.

Studio engineer wants to start announcing career. Box 782H, BROADCASTING.

Baseball announcer. Eight years play-by-play. Tape, resume, references. Box 783H, BROADCASTING.

Experienced announcer. First phone. Family, age 26. Desires permanent position Michigan area. Resume, tape, photo and personal interview on request. Box 794H, BROADCASTING.

Rescue me! Reliable, cooperative family man, experienced most phases, presently employed; seek promising permanent position with honest-to-goodness future. Four years radio and tv, B.A., 1st phone. Can go no higher where I am now. Want to progress, not stand still! Will go anywhere. Interested? For tape, resume, references, write now. Box 795H, BROADCASTING.

DJ—4½ years—fast, smooth, friendly. Currently in major market, top rated show. Know good music and top 40. Married, family. Box 801H, BROADCASTING.

Eight years experience, strong commercial announcer, also weather and/or news. Director, commercial artist, family man desiring permanent position. Box 806H, BROADCASTING.

Experienced announcer-dj. Married, vet. Looking for night work in modern music (jazz) conscious station. Close to 3 years in all phases commercial radio. Run personality show. No "boop" patter. Presently employed. Box 812H, BROADCASTING.

Personality deejay. Original, friendly. Seek return to Illinois-Wisconsin homestead. Have pinto, will travel . . . Tex. Box 813H, BROADCASTING.

Need deejay in top market? I'm ready after three years in small markets. Tape for proof. Box 814H, BROADCASTING.

Deejay; three years experience. First phone. Good deejay, poor engineer. Box 815H, BROADCASTING.

Hot rod negro disc jockey, all-arounder, some experience, desire night work, board operation. Box 816H, BROADCASTING.

Broadcasting school graduate desires position in radio. Navy veteran. Married, family. Have car, will travel. Box 817H, BROADCASTING.

Two highly professional announcers for radio and/or television stations in Florida, not snobirds. Extensive background, can work any operation, looking for permanent situation. Both men ex-sell on air. Presently employed in north. Box 827H, BROADCASTING.

Announcer with voice, talent, personality. Have experience—willing to travel. Reply Box 835H, BROADCASTING.

Good music announcer, better fm, am style, best foreign language pronunciation. Tape, background, picture on request. Box 841H, BROADCASTING.

Young staff announcer-strong dj. One year experience, run own board, married. Tape and resume available. Box 729H, BROADCASTING.

Proven performer. Young, married; sincere, ambitious. Do anything. Want California; there now. References, tapes. Interview? Box 846H, BROADCASTING.

Available soon, baseball season only. Class double A or higher. One of country's best. Executive, national corporation rest of year. Box 847H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Have tape recorders, considerable drive producing solid sports coverage ranging from interviews to pbp, strong news, farm material, steady commercials, respected 10 year football forecasting record, associated newspaper experience, married WW2V served independent and Mutual operations. Box 857H, BROADCASTING.

How about a wreck. No experience, good potential and production. Thoroughly trained, married, vet. Box 859H, BROADCASTING.

Announcer-dj. Working at N.Y.C. station past two years. Interested in major market with forte on news-music-personality. Young, vet, married. Box 860H, BROADCASTING.

Announcer—veteran, family. Three years experience all phases. Good personality, dependable, seeking permanent position with future. Prefer news or staff. Box 336, New Haven, Connecticut.

Negro rhythm and blues dj. Personality shows combined with effective sales appeal. Tape, resume on request. Rudy Brown, 6523 S. Peoria, Chicago. Hudson 7-1836.

Experienced announcer. Go anywhere. James Kraschnewski, 212 North Park, Medford, Wisconsin.

Announcer, dj-first phone. Bill Lambert, 911 W. Poplar Ave., Porterville, California.

Highly rated disk jockey. Top on-the-air salesman. Promotional minded. College graduate. Married. Age 35. Employed northwest (Brr—too cold), desires relocation in southern California area. For personal audition or tape, next two weeks, contact Tom Law, Apt. 3, 2140½ No. Beachwood Dr., Los Angeles 28, Calif.

Situations Wanted—(Cont'd)

Announcers

Radio school grad, single, vet., 24, good voice, travel anywhere. Contact William A. Manton, 80 Chandler St., Boston, Mass.

Announcer-dj. Working. Married. Ready for larger eastern market. Guy Moody, 20 High St., Cambridge, Md. Phone 1580.

Experienced announcer-salesman with 1st phone. Looking for the right opportunity with the right station. Veteran, 25, married. No top 40. California only. Dick Strandlof, 1511 South Bentley, Compton, California.

Announcer, ex-serviceman, light experience, desires small station for development. Resume, tape on request. Don Wilson, 14 Willison Place, Cumberland, Maryland.

Technical

Chief engineer-salesman-announcer, experienced directional and construction, also experienced as manager, desires position with station in south, with possibility of buying part interest. Box 785H, BROADCASTING.

Chief engineer—16 years experience, management, construction, directional, remote control, maintenance, supervision, FCC proceedures. Age 35, family. Best references. Box 807H, BROADCASTING.

Production-Programming, Others

One member of "Beachcombers with Natalie" namely Don MacLeod seeking employment in radio or tv production. Experienced in dj work and programming. Will relocate. Box 745H, BROADCASTING.

Young hard-working program director available for Florida stations only. Versed in all departments, excellent newsman, sports play-by-play, dj, production commercials and sales. 1st phone. Presently department head. Like modern news-music sound? Contact Box 773H, BROADCASTING.

VIDEO FIELD ENGINEERS

AMPEX CORPORATION, world's largest manufacturer of precision magnetic recorders, needs qualified video engineers at several field locations and home office. Will be engaged in applications engineering, installations, maintenance and service of Ampex VR-1000 Videotape* Recorder and associated systems at commercial, industrial and miiltary locations throughout United States.

Substantial audio and video technical education plus three years television studio operation or maintenance experience, or equivalent, required. Moderate travel. Opportunities for advancement to supervisory engineering and sales positions for anyone with energy, talent, and self-drive.

To qualify you must have the appearance, manner, and ability to meet and deal with management and engineering personnel. Salary plus profit sharing and liberal company benefits. Send resume, availability and salary requirements to John Doolittle, Supervisor Technical Recruiting.

2402 BAY ROAD
REDWOOD CITY, CALIFORNIA

VIDEOTAPE AMPEX CORPORATION professional products division

* TM AMPEX CORP.

Situations Wanted—(Cont'd)

Production-Programming, Others

Sports director, 8 years experience. College football and basketball, radio and tv. Four years baseball. Degree. Finest references. Box 781H, BROADCASTING.

News or program director—medium midwest community—10 years experience—all phases—versatile. Box 790H, BROADCASTING.

News director, 8 years experience in top-flight small station, desires to move up. Prefer eastern part of country. Minimum salary $125. Box 799H, BROADCASTING.

News director, 12 years dedicated to the radio profession wants larger market with operation dedicated to genuine news coverage. Let's talk it over. Box 811H, BROADCASTING.

Radio-tv program-production manager. California net, desires east. References. Box 856H, BROADCASTING.

News, sports director, gather, write, edit, deliver, play-by-play. Three years newspaper, two radio. Sound news theory, ideas. Twenty-five, family. Desire larger market. Able to get behind handouts and develop news. Bob Zerkle, 405 E. Franklin, Macomb, Illinois. TE. 6-5833.

TELEVISION

Help Wanted—Management

General manager, regional television network with executive and sales ability. Areas of responsibility: National sales, network relations, programming. Organizational ability essential. Send resume, references, salary requirements. Box 780H, BROADCASTING.

Announcers

Excellent opportunity for experienced tv announcer at top rated CBS affiliated station southern market. Must be good news man, good "on camera" salesman. Send complete resume, picture and tape. Box 791H, BROADCASTING.

Announcer wanted who can do or be quickly trained to do on camera work, film editing, traffic work, and be capable of becoming program director in a few months. We now have no program director. Adequate living earnings. Increase depends on your convincing air work. Send photograph, tape and full details. Box 792H, BROADCASTING.

Have immediate announcer vacancy. Salary based on experience. Please send full details. Box 830H, BROADCASTING.

Expanding staff wants experienced, hard-sell, on-camera announcer. Air mail special resume and photo to John Radeck, P.D., WJBF, Channel 6, Augusta, Georgia.

Announcer—Immediate opening for top-flight announcer equally versatile in radio or television, with ability handle on-camera news-weather, etc. Send complete information background, experience, past and expected earnings, tape and photo. WSAV Radio-TV, Savannah, Georgia.

Help Wanted—(Cont'd)

Technical

Basic CBS mid-west vhf tv station needs qualified engineer with master control video switching and maintenance experience. Top salary, retirement plan, paid hospitalization and life insurance. Send photo and past experience to Box 766H, BROADCASTING.

Large northwest vhf station wants an experienced engineer. Basic qualifications are: Able to read schematics, familiar with operating test equipment, fair camera operating technique, able to get along with others, minimum two years experience in tv broadcast and over 26. Please do not answer unless you equal or exceed these requisites. Send full particulars including photo to Box 789H, BROADCASTING.

Television transmitter engineer for mountain top transmitter in California. First phone. Wonderful fishing, boating, hunting, sports in area. Interested parties reply Box 800H, BROADCASTING.

Bold transmitter engineers for combined radio-tv operation. Southeast. Good pay scale commensurate with ability and experience. Excellent working conditions in major market. Send picture and complete background information first letter. Box 828H, BROADCASTING.

Immediate opening for video engineer for studio supervisor. Prefer employed experienced engineer who cannot advance in present position due to seniority reasons. Contact Chief Engineer, WJBF, Augusta, Ga.

First phone engineer, transmitter, video, audio and cameraman. Experienced, for RCA uhf equipment. Qualifications and resume first letter to Herbert H. Eckstein, Chief Engineer, WTVO, Box 470, Rockford, Illinois.

Production-Programming, Others

Immediate opening for experienced tv copy writer in east coast basic NBC station. Send resume, photo and salary requirements to Box 839H, BROADCASTING.

Promotion manager opening with a major network station located in the upper south. Job entails supervision, as well as execution of newspaper advertising, program, station and market promotion in trade press, on the air promotion, research and development of sales aids. You'll like our climate, living conditions and fellow workers. Excellent schools, checks, etc. Send complete story of your experiences, family status, and photo if available. Good opportunity. Salary open, write Box 855H, BROADCASTING.

Office manager-accountant. Grow with vhf. Immediate opening for experienced person in beautiful Cedar Rapids, Iowa. Contact Redd Gardner, General Manager, KCRG-TV.

TELEVISION

Situations Wanted—Management

Experienced tv station manager available immediately. Background includes installation of two vhf stations from hiring personnel, buying film to operations. Well versed all phases programming, sales. References. Box 831H, BROADCASTING.

National sales manager-general sales manager-national representative. Twelve years experience, good record, college graduate, enthusiastic, capable young family man. Box 851H, BROADCASTING.

Operations-productions: Ten years N.Y.C. major independent, including two years top 4A agency. Family, will relocate. Box 858H, BROADCASTING.

Announcers

Mature, experienced on camera salesman. Authoritative delivery. Versatile personality, healthy background in sales, promotion, and merchandising. Four years radio, three years tv. College graduate, married, 35, presently employed with mid-Atlantic vhf affiliate. Box 784H, BROADCASTING.

Versatile, talented, announcer, director-switcher. Have done successful children's and weather shows. Also am writer-cartoonist. Over eight years radio-tv experience. College grad. Seeking permanent position with progressive station. Box 820H, BROADCASTING.

Radio-television newscaster. 5 years radio, 2 years tv. College graduate. Desire permanency in good southeastern market. Box 824H, BROADCASTING.

Personable, talented, 10 years experience radio-television, specializing tv news, variety. Prefer management capacity with news show, in northeast, but will relocate for right offer. Box 825H, BROADCASTING.

Family man—veteran, 24, announcer. First phone, desires on-camera experience or radio staff, presently employed as program director, announcer, engineer at satellite, state salary. Box 836H, BROADCASTING.

Top-rated tv newscaster and news director wants position in progressive station. Money and market important. Box 837H, BROADCASTING.

Personality-cartoonist. Fifteen years well established radio experience including tv. Excellent voice—straight smooth style! Presently employed on west coast. Available March 1st. Interested in personality show on tv and/or radio. Will consider any offer and answer all replies. Tape, pics, resume upon request. Box 852H, BROADCASTING.

Technical

Chief engineer. Nine years experience in television planning, construction and operation. Past five years assistant chief. Excellent references. Box 625H, BROADCASTING.

11 years experience, supervisory and chief medium sized am-fm-tv desires opportunity in medium or large station. Box 774H, BROADCASTING.

Cameraman-studio engineer. First phone. Know RCA equipment. Available immediately. Box 842H, BROADCASTING.

First phone—no experience. Interested in tv work. Young and anxious to learn. Available immediately. Glenn Knight, Box 731, Abernathy, Texas.

Married, 28, have six years experience in radio-tv. Three in am, three in tv studio operations. Prefer studio but consider xmtr. Have first phone. Mr. Grady Swindell, Box 925, Amarillo, Texas.

Production-Programming, Others

Director-writer with eight years station and agency work is fully experienced in show and spot production. Excellent record in large market where pay is low. Desires change to better working market. Employed, references. Box 696H, BROADCASTING.

PERSONALITY PLUS

One of America's largest coast-to-coast chains of radio and TV stations has immediate need of outstanding young men with extensive on-air background. Must be performers with *PERSONALITY PLUS,* suited to modern radio music operation on Top Ten markets. Great chance for TV exposure in same markets. Salary to match your ability and potential. If you have excellent background, personable appearance, and are ready for a big move ahead, apply today. Send thorough resume, photos and/or film, and tape, today. Please do not apply unless well-qualified. If interested, will arrange expense-paid personal interview. Write *PERSONALITY,* Box 629H, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced television photographer. Excellent photography background. Top references. Write Box 693H, BROADCASTING.

All-around tv talent limited in present market seeks relocation. Personality announcer, for news, sports, commercials, movie host, etc. Director, producer. Fully experienced. Box 697H BROADCASTING.

University MA radio-television, telecourse experience, English-speech teacher, hammond organist, vet, 27, versatile, mature. Available June. Box 804H, BROADCASTING.

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 823H, BROADCASTING.

Experienced newscaster-photographer seeks news director position or job with future potential. Brochure, kine, references upon request. Interested Rocky Mountain, Pacific northwest or California areas. Box 834H, BROADCASTING.

Experienced woman, tv traffic-operations director, seeking responsible, challenging position. Good sales, agency, network background. Confidential. Box 848H, BROADCASTING.

FOR SALE

Equipment

4 used guide towers for sale. Height 200 ft. Towers are ready for immediate shipment. 3 solid stock towers approximately 18 inches cross face. (Truscon Steel Co.) 1 made by Stainless, Inc. All towers are in very good condition. Box 631H, BROADCASTING.

Raytheon RA-250 transmitter in excellent condition. Save ⅓ price of new transmitter. Box 692H, BROADCASTING.

Tower—guyed 60 foot with 6 bay high band tv socket. On west coast. Write Box 805H, BROADCASTING.

Collins 731A, 250 watts, fm transmitter, presently licensed, with set of spare tubes. June delivery. Contact Box 849H, BROADCASTING.

Western Electric, 250 watts, am transmitter, not presently licensed. In repairable condition. Contact Box 850H, BROADCASTING.

New-100 ft. 340 Utility tower. Unused. 4 standard sections, 1 top section. KTOP, Topeka, Kansas.

UHF equipment used but in perfect condition. GE TT25A 12kw transmitter including filterplexer, TY25D 5-bay antenna with PY19B feed adapter, 4TX7A dummy load, Tv-21 visual demodulator, sweep oscillator and General Radio monitors. Also 430' Stainless type G tower with lighting, 400 feet 7½x15-inch wave guide, 2 4' Raytheon 7000 mc parabolas with horns and mounting brackets. Contact Beecher Hayford, WESH-TV, Daytona Beach, Fla.

(1) type BQ-102 RCA automatic turntable capable of playing 120 selections at 45 rpm, complete with control box and all accessories exclusing pre-amp. Selections made by push-button control located remotely from mechanism. Leaves existing turntables free for E.T. playing. Excellent condition. Contact Chief Engineer, WITH, Baltimore, Maryland.

7000 mc Motorola tv—STL equipment, complete with program audio channel and 4 foot dishes. Factory modified for color. Contact Chief Engineer, WTVD, Durham, N.C.

Two Comax record players for background music and public address. Beechner's Supermarkets, Lincoln, Nebraska.

Nems-Clarke 120D field strength meter and General Radio 916L radio frequency bridge. Like new condition. $1,100.00 for both. W.E. Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

Several used towers in top condition, including insulated am broadcast towers. Inquire Tower Construction Co., P.O. Box 1828, Sioux City, Iowa.

WANTED TO BUY

Stations

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

Cash for profitable or unprofitable station in western Pennsylvania or N.Y. No brokers. Box 713H, BROADCASTING.

Owner-operator wants small market station, cp or pending cp. Box 798H, BROADCASTING.

Arizona—Experienced engineer will make substantial investment in going am station. Replies confidential. Box 853H, BROADCASTING.

Equipment

Console or consolette give make, age, condition, best price delivered West Virginia, and availability. Box 769H, BROADCASTING.

Wanted: 4 or 6 feet 940 mc dishes, cable and fittings. Box 793H, BROADCASTING.

Kinescope recording camera, 16 mm. New or used, with or without sound modulator. KQED, 525 4th St., San Francisco.

RCA MI-7016A exiter and MI 7017 power supply for TT-5A television transmitter. State condition and price. Chief Engineer, WPIX Inc., 220 E. 42nd Street, New York 17.

Radio transcriptions, tapes, unreleased recordings, tv and film soundtracks of Bill Harris-Woody Herman Orchestra. Robert J. Neu, 2233 W. Roosevelt Drive, Milwaukee 9, Wisconsin.

Wanted—Camera chains, (color or mono), transmitters (particularly vhf transmitter 15 to 20 kw, condition unimportant), STL and other tv transmitting and terminal equipment. Also want am and fm equipment. Technical Systems Corp., 12-01 43rd Avenue, L.I.C. 1, N.Y.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. P.O. Box 906, Denver 1, Colorado. Acoma 2-7539.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2. 821—19th Street, N. W., Washington, D. C.

First phone license by correspondence. Coaching until license secured. Effective-inexpensive-minimum time. Pathfinder Radio Services, 510 16th St., Oakland, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School. 3605 Regent Drive, Dallas, Texas.

First-phone in six weeks. Intensive training in resident class. Broadcast and dj training included, no extra cost. Pathfinder Radio Services, 510 16th St., Oakland, California. TWinoaks 3-9928.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted—Sales

SALES ENGINEER

BROADCAST AND COMMUNICATIONS

Nationally known broadcast and communications equipment manufacturer offers once in a lifetime opportunity for sales engineer to become part of expanding home office sales staff. The right man should be thoroughly familiar with communications or broadcast equipment. Definite growth and advancement potential in this salaried position in Midwest headquarters. Limited travel. Many company benefits. Send resume to Box 832H, BROADCASTING.

Radio and Television

PROMOTION MANAGER

The man we are seeking is experienced in Radio and Television.

He knows good promotion—can execute it and can direct others.

This man is creative—enthusiastic. He is a good writer for air promotion—is a good layout man for printed media and knows exploitation.

He knows procedure—has a flair for research—and can prepare forceful sales promotion material for salesmen and the stations national representative.

He is a good organizer and administrator. He will manage a department of three or four people.

If you qualify—send full details and evidence of your background—abilities—accomplishments and salary requirements in first letter.

We are nationally recognized organization operating Radio and Television stations in several large markets. This important position is open in our largest market.

Write Box 854H, BROADCASTING

RADIO

Situations Wanted

Production-Programming, Others

QUALITY PUBLICITY IS VALUABLE

Many radio/tv groups have full-time publicity departments working directly with tradepapers and newspapers. A service such as this is prohibitive in cost to the single operation. There's a happy solution—I can provide consistent, creative and intelligent service plus close personal contacts in all media.

12 years industry experience . . . leading tradepaper, station and film background. Complete resume and details on request. Please write:

QUALITY PUBLICITY
Box 591H, BROADCASTING

TELEVISION

Help Wanted—Sales

EXCELLENT OPPORTUNITY

With company operating three tv stations for local tv sales manager with well established vhf network. Station in medium size market. Guarantee salary plus incentive plan.

Box 861H, BROADCASTING

Production-Programming, Others

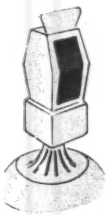
WANTED IMMEDIATELY

Experienced tv newsreel photographer for top-rated California network station. Please rush salary requirements, photo, sample feature and spot news film clips with resume to

Box 778H, BROADCASTING

ARE YOU GETTING YOUR SHARE OF AUDIENCE?

Universal's patented locked-frequency "Mike Radios" capture your audience.



The "Universal Plan" brings you more listeners, revenue, new customers, promotion and publicity at no cost to the station.

WRITE OR PHONE TODAY
UNIVERSAL PUBLICIZERS, INC.
SUPERIOR 7-1924
936 No. Michigan Avenue
Chicago, Illinois

STATIONS • FOR SALE

Either 25% or 50% interest. Buyer must become resident General Manager.

Box 818H, Broadcasting

COMPETITIVE METROPOLITAN MARKET

Will sell, or will consider trade.

Box 819H, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

STATIONS FOR SALE

Fulltime. Rocky Mountain. Exclusive market. Absentee owned. **Gross $3,000 month. $7500 down.** We have many other fine buys.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Texas	Single	1kw-D	$30M	terms
Fla.	Single	250w-F	55M	terms
Ala.	2 sta.	250w-F	50M	terms
Calif.	Single	500w-D	100M	terms
W.Va.	Small	250w-F	$30M	cash
S.E.	Monop.	A.M. & N.P.	150M	terms
Ky.	Single	500kw-D	70M	terms
Pa.	Sm-med.	1kw-D	100M	terms
Fla.	Medium	250w-F	155M	terms
N.C.	Medium	1kw-D	200M	terms
Gulf	Medium	1kw-D	98M	terms
Va.	Metro	1kw-D	150M	terms
S.E.	Major	5kw-D	250M	cash
Fla.	Large	250-w	250M	terms
East	Large	250w-D	450M	terms
S.W.	Large	clear	325M	terms
South	Medium	VHF-TV	750M	terms

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

atlanta
1182 w. peachtree
chicago
205 w. wacker
new york
1270 ave. of americas
santa barbara
33 w. micheltorena

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

trans. location, type trans. and make changes in ant. and equipment.

KTLE (TV) Pocatello, Idaho—Granted mod. of cp to change ERP to 70.8 kw aur. 38 kw; change studio location, type trans. and make other equipment changes.

KPLI (FM) Riverside, Calif.—Granted mod. of cp to change studio location, type ant. and trans.; remote control permitted.

WAUB Auburn, N.Y.—Granted mod. of cp to change ant.-trans. location and type trans.; conditions.

KITE San Antonio, Tex.—Granted mod. of cp to change type trans.

WCKR-FM Miami, Fla.—Granted extension of authority to remain silent for period ending Apr. 22.

Following stations were granted extensions of completion dates as shown: WKBM-TV Caguas, P.R. to 3-31; WHGR Houghton Lake, Mich. to 6-9; WFLI Lookout Mountain, Tenn. to 6-1; KOXR Oxnard, Calif. to 6-21 and WIUS (FM) Christiansted, V.I. to 8-11.

Actions of Feb. 10

KCEE Tucson, Ariz.—Granted license for am station and specify ant.-trans. and studio location.

WINT Winter Haven, Fla.—Granted license for am station and specify studio location (trans.).

WFMR (FM) Milwaukee, Wis.—Granted license covering change of station location, ERP 15 kw, ant. height, studio and trans. location, type trans. and changes in ant. system.

KRAI Craig, Colo.—Granted mod. of license to operate main trans. by remote control, using DA-N; conditions.

WNJR Newark, N.J.—Granted mod. of license to change name to Continental Bcstg. Inc.

WRAP Norfolk, Va.—Granted mod. of license to change name to Continental Bcstg. Inc.

WBBW Youngstown, Ohio—Granted cp to install new trans.

Following stations were granted extensions of completion dates as shown: WBBK Blakely, Ga. to 6-4; *KCPS (FM) Tacoma, Wash. to 5-15, and KMAK-FM Fresno, Calif. to 6-11.

KOLL Libby, Mont.—Granted authority to operate specified hours for period of 90 days; condition.

Actions of Feb. 9

KFHA Lakewood, Wash.—Granted mod. of cp to make changes in DA pattern.

WMNA-FM Gretna, Va.—Granted mod. of cp to change type trans.

KTSM-TV El Paso, Tex.—Granted mod. of cp to change ERP to vis. 85.1 kw, aur. 42.7 kw, change type of ant. and other equipment.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on dates shown:

Scheduled hearing on April 8 on application of Florence Bcstg. Co. for new am station in Brownsville, Tenn. (Action Feb. 12)

Granted petition by Iowa-Illinois Television Co. to extent of dismissing, but with prejudice, its application for new tv station to operate on ch. 8 in Moline, Ill. (Action Feb. 13)

By Hearing Examiner Basil P. Cooper on Feb. 13

Received in evidence Monocacy Bcstg. Co. Exhibit No. 1, replacement Page 23 and enclosed record in proceeding on its application for new am station in Gettysburg, Pa., et al.

By Hearing Examiner Herbert Sharfman on Feb. 16

Scheduled further hearing on Feb. 19 on application of Jane A. Roberts for license of am station KCFI Cedar Falls, Iowa.

By Chief Hearing Examiner James D. Cunningham on dates shown

On request by Harry Weinberg and 800 Corporation to dismiss their protest, dismissed proceeding on application for transfer of control of Hawaiian Bcstg. System Ltd. (KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, and KMAU-TV Wailuku, Hawaii.

EMPLOYMENT SERVICE

Top placements in the dynamic new southeast in top jobs.
for
RADIO — TV — ADVERTISING
Announcers — DJ's — Copywriters
Engineers — Salesmen — TV Production
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
JAckson 5-4841

from Consolidated Amusement Co. Ltd., to Hialand Development Corp. Action Feb. 13.

Dismissed proceeding on application of George A. Hormel II, for new am station (KQAQ) in Austin, Minn. Issues now moot. Action Feb. 12.

By Hearing Examiner Forest L. McClenning on Feb. 13

On request by applicant, continued from Feb. 16 to March 2 hearing on application of Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio.

By Hearing Examiner Isadore A. Honig on Feb. 13

On own motion, continued from Feb. 20 to date to be set later on hearing on application of Tobacco Valley Bcstg. Co. for new am station in Windsor, Conn.

By Hearing Examiner Annie Neal Huntting on Feb. 13

Granted motion by Vincent De Laurentis, Hamden, Conn., for continuance of hearing from Feb. 16 to April 13 on am applications of De Laurentis, etc.

By Commissioner Robert E. Lee on Feb. 12

Granted request of Georgia State Board of Education to dismiss its petition to enlarge issues in Waycross, Ga., ch. 8 proceeding.

By Chief Hearing Examiner James D. Cunningham on Feb. 12

Affirmed Feb. 6 action granting petition by KARM Fresno, Calif., for leave to intervene in proceeding on am application of KYNO Fresno.

By Hearing Examiner Isadore A. Honig on Feb. 12

Granted motion by Triangle Publications Inc. (Radio and Television Division) requesting that it be substituted for California Inland Bcstg. Co. as party respondent in proceeding on am application of KYNO Fresno, Calif.

On own motion, scheduled prehearing conference for Feb. 27 in proceeding on am application of Quad Cities Bcstg. Co., Brazil, Ind.

By Hearing Examiner H. Gifford Irion on Feb. 12

Scheduled prehearing conference for Feb. 20 in proceeding on application of May Broadcasting Co., for renewal of license of KMA Shenandoah, Iowa.

Granted motions by Fox Valley Bcstg. Co., Geneva, Ill., and Logansport Bcstg. Corp., Aurora-Batavia, Ill., for suggested corrections (except for no. 11 in Fox Valley's Aug. 1, 1958 motion) to transcript in proceeding on their am applications and that of Radio Wisconsin Inc. (WISC), Madison, Wis.

By Hearing Examiner Elizabeth C. Smith on Feb. 12

Granted motion by Richard F. Lewis Jr., Inc., of Waynesboro, respondent, for continuance of hearing from Feb. 16 to March 5 in proceeding on am application of Musical Heights Inc., Braddocks Heights, Md.

By Hearing Examiner Jay A. Kyle on Feb. 12

On own motion, scheduled prehearing conference for February 27 in proceeding on applications of WJPB-TV Inc., West Virginia Radio Corporation and Telecasting Inc., for new tv stations to operate on ch. 5 in Weston, W. Va.

Commission on Feb. 4 granted motion by Indiana Central University, Indianapolis, for extension of time from Feb. 2 to March 4 to file responses to its Dec. 24, 1958 petition requesting institution of rule making proceedings on proposal to reserve ch. 13 at Indianapolis for noncommercial educational use.

By Commissioner Robert E. Lee on Feb. 10

Granted petition by Publix Television Corp., for extension of time to Feb. 24 to file response to motion by Coral Television Corp. to dismiss application of, or enlarge issues with respect to, Publix, in Miami-Perrine-South Miami, Fla., ch. 6 proceeding.

By Chief Hearing Examiner James D. Cunningham on Feb. 10

Scheduled oral argument for Feb. 13 on request of Harry Weinberg and 800 Corp. for dismissal of their protest and petition for reconsideration of Dec. 3, 1958 grant of application for transfer of control of Hawaiian Bcstg. System Ltd. (KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, and KMAU-TV Wailuku, Hawaii) from Consolidated Amusement Co., Ltd., to Hialand Development Corp.

By Hearing Examiner Forest L. McClenning on Feb. 10

On own motion, continued without date prehearing conference and hearing scheduled for Feb. 13 and March 3, respectively, pending disposition of request by Harry Weinberg and 800 Corp. for dismissal of their protest and petition for consideration of Dec. 3, 1958 grant of application for transfer of control of Hawaiian Broadcasting System Ltd.

Pursuant to agreement reached at prehearing conference on Feb. 10, scheduled hearing for Feb. 26 in proceeding on applications of Falcon Bcstg. Co. and Sierra Madre Bcstg. Co. for fm facilities in Vernon and Sierra Madre, both California.

Upon request by Los Banos Bcstg. Co., Los Banos, Calif., continued prehearing conference from Feb. 17 to March 26 and hearing from March 17 to April 21 in proceeding on its am application.

By Hearing Examiner J. D. Bond on Feb. 10

Extended time for filing reply pleadings to Feb. 20 in Hampton-Norfolk, Va., ch. 13 proceeding.

Granted motion by Capital Cities Television Corp. for an extension of time from Feb. 16 to March 16 to file proposed findings of fact and conclusions of law and from March 16 to April 16 for filing reply pleadings to Vail Mills, N.Y., TV ch. 10 proceeding; granted petition by Veterans Bcstg. Co., Vail Mills, to reopen the record in this proceeding to bring certain testimony of one of its directors up to date and record then closed.

Granted substitute petition by Pacific Television, Inc., for leave to amend its application for new tv station to operate on ch. 11 in Coos Bay, Ore., to change trans. site.

PETITION FOR RULEMAKING FILED

St. Anthony Tv Corp., Houma, La.—Requests amendment of rules so as to relocate Point (d) to redefine boundaries of Zone III to vicinity of Mobile Point at N. Lat. 30° 14′ 00″, with the same W. Long. 87° 58′ 30″.

PETITION FOR RULEMAKING DENIED

KXJK Forrest City, Ark.—Requested allocation of ch. 8 to Forrest City, Ark. by reassignment from Jonesboro, Ark. denied by memorandum opinion and order adopted Feb. 3, 1959. Ann. Feb. 13.

License Renewals

Following stations were granted renewal of license: KLIK Jefferson City, Mo.; KMMO Marshall, Mo.; KBIZ Ottumwa, Iowa; KFGQ-AM-FM Boone, Iowa; WDBQ-AM-FM Dubuque, Iowa; KALB Alexandria, La.; KXIC Iowa City, Iowa; KCIM Carroll, Iowa; KUSN St. Joseph, Mo.; KCLN Clinton, Iowa; KRCG (TV) Jefferson City, Mo.; KRMO Monett, Mo.; KWPC Muscatine, Iowa; KMCD Fairfield, Iowa, KFJB Marshalltown, Iowa; WLCX La Crosse, Wis.; WKID Urbana, Ill.; KOEL Oelwein, Iowa.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Bcstg. Agreement Engineering Meeting.

CANADA

950 kc

CKBB Barrie, Ont.,—5 kw, D, 2.5 kw, N, DA-1, unl. Class III. Now in operation.

1230 kc

CFCW Camrose, Alta.—1 kw D, 0.25 kw N, ND, unl. Class IV. (Correction of location of studio shown in list 127.)

1240 kc

Melfort, Sask.—0.25 kw, ND, unl. Class IV. New.

1250 kc

CKRB St. Georges de Beauce, P.Q.—5 kw D, 1 kw N, DA-N, unl. Class III. Now in operation.

1400 kc

CJFP Riviere du Loup, P.Q.—1 kw, D, 0.25 kw, N. ND, unl. Class IV. EIO 2-15-60.

CKRB St. Georges de Beauce, P.Q.—0.25 kw, ND, unl. Class IV. (Delete assignment—vide 1250 kc.)

1480 kc

Newmarket, Ont.—1 kw, ND, D. Class III. (Correction of location from that shown on list 127.) Location: 44° 02′ 17″ N. Long. 79° 27′ 43″ W. Lat. New.

1510 kc

CKOT Tillsonburg, Ont.—1 kw, DA-D, D. Class III. Now in operation.

1540 kc

Port Credit, Ont.—1 kw, ND, D. Class II. New.

Burlington, Ont.—1 kw, ND, D. Class II. (Correction of class from that shown on list 127.) New.

PROMINENT BROADCASTERS choose Stainless TOWERS

Joe M. Baisch, General Manager

WREX-TV

ROCKFORD, ILLINOIS

Richard Peck, Chief Engineer

And for good reasons, too:

* Stainless EXPERIENCE in design and fabrication
* RELIABILITY of Stainless installations
* LOW MAINTENANCE COSTS of Stainless towers

Ask today for free literature and information.

Stainless, inc.

NORTH WALES • PENNSYLVANIA

How dominant can you be?
In the 3-V-station Atlanta market
the WSB-TV share of sets in use
as shown by January ARB...

45.4

Sign-on to sign-off, Sunday through Saturday — the whole works! While WSB-TV racked up 45.4% of the sets-in-use, station B barely made the thirties, station C was in the low twenties. Even more dominating is the WSB-TV position in audience ratings. Of the 452 quarter-hours measured WSB-TV led in 56.4% of them. Check the records — it's the same story month after month. Certainly your advertising in Atlanta belongs on WSB-TV.

WSB/TV

Represented by Edw. Petry & Co.
Affiliated with the Atlanta Journal and Constitution. NBC affiliate.

OUR RESPECTS TO . . .

John Edward Mosman

Perhaps the best testimonial to the vitality of New York-born Jack Mosman was his rapid adjustment in 1956 to Chicago's Michigan Blvd. after two decades on Madison Ave. "When I first joined J. Walter Thompson, several New York acquaintances asked the same question: 'How do you like working in Chicago?' It reminded me of Johnny Mize's reaction to moving from the Polo Grounds to Yankee Stadium. He said: 'Who doesn't like playing with the Yankees?'."

That is Mr. Mosman's continuing attitude toward his Wrigley Bldg. associates and J. Walter Thompson Co.'s over-all $113 million broadcast operation. Astute and candid, he is known as a realistic troubleshooter on programs, negotiations and client needs, and is endued with a keen sense of showmanship. He believes broadcast management demands the closest attention to detail.

"Take program exploitation, for example," says Mr. Mosman. "There used to be a reluctance to advertise advertising. With television, good exploitation can mean the difference between quick public acceptance of a show—or a long, slow climb."

Solid Industry Experience • JWT's vice president and radio-television director in Chicago, Mr. Mosman joined the agency after considerable experience with the Biow Co. He reports to George Reeves, vice president and manager of the Chicago office, and in New York to Dan Seymour, vice president and radio-tv director, under the JWT concept of office autonomy and "horizontal" account groups (BROADCASTING, Nov. 24, 1958). Chicago-placed broadcast accounts include Elgin National Watch Co., Seven Up, Quaker Oats, Murine, Johnson Motors, Krafts Foods, Schlitz, Sealy Mattress, Continental Airlines, Chun King Foods and Bowman Dairy.

Born in New York City Dec. 31, 1914, John Edward Mosman is a product of his own early aspirations and of a college-apprentice training group at CBS. He had majored in publication work at the U. of Pennsylvania (Wharton, 1936) and was one of a group of six students selected out of a hundred-plus candidates by the network on the basis of their undergraduate creative work. He served with the group in 1936-37, assisting in production, direction and writing of drama, variety, quiz and music shows. In the latter year he became studio director for *The Goldbergs* and for the next five years he directed two dramatic series (*Kitty Foyle, Kathleen Norris*) for General Foods. He also served as production advisor to Geyer, Cornell & Newell on the Jan Peerce and Frank Parker shows. He also freelanced as a writer

'We must continually analyze . . .'

(*Inner Sanctum, Elaine Carrington Playhouse*).

After wartime service as a lieutenant (jg) in the Navy (1943-46) as communications officer aboard the *U.S.S. Nevada, Omaha Beach* and *London*, civilian Mosman launched his agency career at the Biow Co. in September 1947. As radio-tv account executive, he was responsible for all programming, talent and time budgets, commercials, public relations and other duties allied to Philip Morris broadcast activities. He also supervised production of radio-tv commercials.

Day of Decision • "On the program side," he recalled, "there was one unforgettable morning. We recommended and sold two shows to Philip Morris—*I Love Lucy* and *Racket Squad*. Let's call that a bench mark."

Mr. Mosman moved to the Harry B. Cohen agency as vice president and radio-tv department director in May 1952. He transferred to Maxon Inc. that October, again handling radio-tv activities.

In June 1956, Mr. Mosman went to JWT as radio-tv director in Chicago. In February 1958, he was elected vice president. Today, he sees his job as that of (1) selecting programs as carefully as possible and (2) keeping constantly aware of how to use broadcast media in all its forms more effectively —that is, working closely with media to determine how the client can best spend his money.

"More and more I am convinced that our knowledge of broadcasting, to date, must be regarded somewhat like yesterday's newspaper," Mr. Mosman believes. "We must continually analyze everything about us—to take new developments and relate them to our client's marketing problems."

Strong Agency Control of Programs • Mr. Mosman operates within the periphery of JWT's theory that the agency should have strong control over programming. His associates will tell you that he is ideally and temperamentally suited for that role in Chicago. "By maintaining the closest possible liaison with Mr. Seymour in New York and with the excellent facilities of our Hollywood office, I feel that our clients have succeeded not only in obtaining good programming, but programming of the sort that adds vitality to the industry."

Jack Mosman is an ardent antique hobbyist and lives on Chicago's Gold Coast with his wife (the former Jone Allison, member of the *Josh and Jone Show* on WBBM Chicago) and son John, 10. He also likes skeet shooting and golf and is active in community groups including the Chicago Broadcast Advertising Club (of which he is executive vice president), Chicago Federated Advertising Club, "Off-the-Street Club," and the Barrington Hills Country Club

'Broadcast management demands closest attention to detail'

Rallying point

THE best argument yet presented for the FCC to get out of the program review business was submitted last week by 20 stations which are represented by the Washington law firm of Pierson, Ball & Dowd.

In no other document have the imbecilities of present policies been more pointedly identified or the hope for relief more rationally stated. It is a document which should attract the support of all broadcasters who respect their calling.

What the 20 stations propose is the removal of present government review of program composition as a part of license issuance or renewal and the substitution of a simple set of program policies. The policies may be summarized thus: Stations could not broadcast obscenities or lottery information or be used for non-broadcast (point-to-point) communications. Programs should be selected to meet the needs of the community, and the licensee could not delegate his responsibility for programming. When controversial issues were involved, time should be made available for fair presentation of differing viewpoints. Broadcasts by political candidates should be governed by the present Section 315 of the Communications Act.

It is only on the last point that we find reason to quarrel with the comments by the 20 stations. There is an indigestible inconsistency in arguing against federal censorship of programming on one hand and for retention of Section 315 on the other.

We recognize, of course, that Section 315 is part of a federal law which the FCC has no power to alter and that it would be pointless to take the argument against Section 315 to any forum but the courts or the U. S. Congress. Still, as a matter of principle, the 20 stations should at least have mentioned a hope that the political broadcasting restrictions would also be removed, even though the FCC cannot make that hope come true.

Despite the minor defect of its submission to Section 315, the filing by the 20 Pierson clients is the document around which a continental congress of U.S. broadcasters ought to be assembled.

The awakening

ONLY the 25-year men and over will remember Dr. Rexford Guy Tugweli, the ardent New Deal professor whose crusades against advertising had Madison Avenue and the then more potent Michigan Avenue in a dither. He thought all advertising was wasteful and advocated the grade-labeling of practically everything from canned beans to canoes.

The Tugwell tide was stemmed, but it left its mark on many so-called intellectuals and in numerous branches of government. His philosophy still has adherents among the faculties of our universities, which may be the reason for the kind of anti-brand name drivel now being spread.

Lately some leaders in advertising have been startled to learn that their profession, whose function it is to create good images, itself is getting a bad one. The Advertising Federation of America has discovered Washington and is talking up its own "lobby" to fend off anti-advertising pressures, and more particularly threats of legislation to tax advertising—this after Rep. Bob Wilson (D. Calif.) himself an agency man, told the AFA delegates that advertising is in legislative jeopardy.

While others may have slumbered, the broadcast media have been fighting the advertising battle of Washington for three decades. They have been on the firing line because they are "licensed" in respect to the facilities they use and because, as the newest and most potent of the media, they have attracted the attentions of politicians and bureaucrats to a far greater degree than newspapers and magazines.

First it was radio that took the beating. Then television. And now all media, plus their customers, are under attack. It is an attack against brand names, based on the wholly fallacious argument that advertising means increased costs.

The issue was put in focus recently by Ivan Hill, executive vice president of Cunningham & Walsh, Inc., Chicago, in a presentation to the Board of Directors of the Brand Name Foundation. In proposing remedial action, he expressed amazement that in these times when we are concerned about maintaining America as the land of freedom and opportunity "we have relegated advertising to the political and economic doghouse."

Americans should be told, Mr. Hill said, that advertising "is the very essence of our continuing the free enterprise system as we have known it."

Mr. Hill, in our view, makes good, hard sense. The AFA and the AAAA and the ANA ought to be operating on the Washington front, alongside the NAB.

T. K. O.

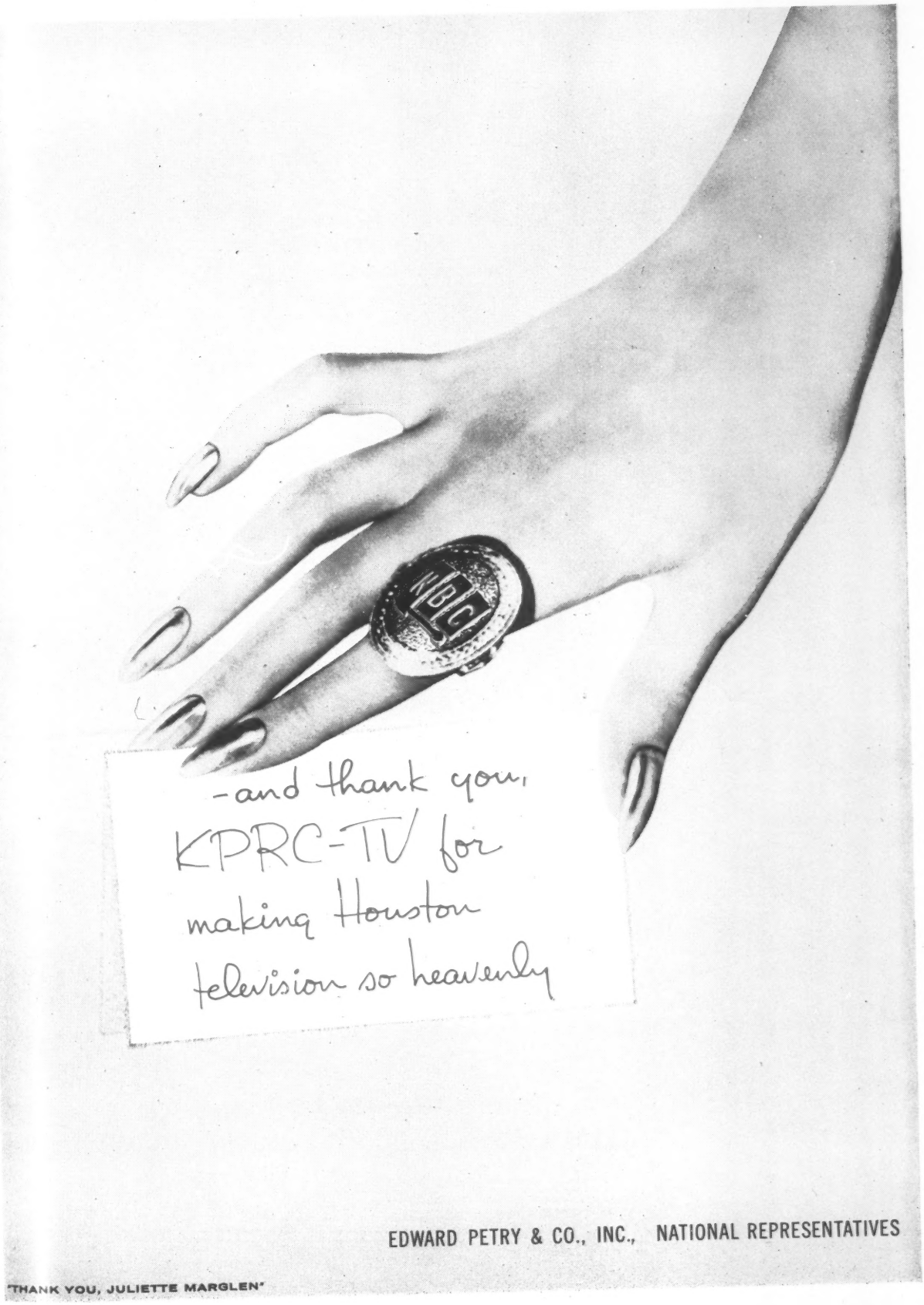
THE custodians of Floyd Patterson, the heavyweight champion, have made a sound marketing decision. Their boy, they have decided, needs the exposure of tv.

As Cus D'Amato, Mr. Patterson's manager, said last week: "Patterson is practically an unknown champion. I believe the public would get a better appreciation of his ability if everyone was able to see him in action." Accordingly, Mr. D'Amato and Bill Rosensohn, promoter of the forthcoming fight between Mr. Patterson and Ingemar Johansson, have come to favor home tv, as opposed to box-office tv, as the instrument to broadcast the performance.

We don't suggest that tv will make Mr. Patterson a national hero, but we do suggest he cannot become one without it. His lapse into obscurity for lack of appearance on home tv should be noted with interest by all sports promoters. The Patterson case illustrates a point we have often made: Free television is far more a friend than an enemy of sports promoters.

Drawn for BROADCASTING by Sid Hix

"What a combo man he'd make."



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"THANK YOU, JULIETTE MARGLEN"